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Accord Is Seen in Network Regulations

Move for New Law Grows; Fly May Get Other Post; Thompson Term Ends

DEVELOPMENTS in the wake of the hearings on the White Resolution to forestall the FCC's "death sentence" chain-monopoly regulations may result in far-reaching changes in the whole radio regulatory field during the current session of Congress.

Senatorial sentiment in support of a new radio law, as a means of blocking enforcement of the FCC's chain-monopoly regulations scheduled for Aug. 2, has gained rapid momentum since the hearings were adjourned June 20 to meet at the call of Chairman Wheeler (D-Mont.).

As a matter of fact, there is a possibility that the hearings will not be reopened and that an "across the table" agreement may be reached to alleviate the immediate pressure.

As things stand officially, however, FCC Chairman James Lawrence Fly, leading protagonist of crackdown regulation of the industry, is slated for rebuttal testimony after the July 4 holiday—with the tentative date July 9 or 10.

Fly May Move

Expiration of the term of FCC Commissioner Frederick I. Thompson June 30, coupled with rumored promotion of Chairman Fly to the solicitor generalship in the Department of Justice, or to some defense post, presaged changes of importance on the FCC itself before Congress may undertake to write a new statute.

While the shift of Chairman Fly could not be regarded as more than speculation, there was little to indicate the President had in mind reappointment of Commissioner Thompson, whose two-year tenure on the FCC has provoked considerable opposition both in official and industry circles.

Chairman Fly's stewardship has been subjected to even more vigorous condemnation because of his crusade halting commercial television more than a year ago and his recent outbursts against the industry and its leaders. The NAB board of directors, by formal resolution last May, even questioned his fitness for office, because of his strafing attacks upon the industry and the networks in particular.

Despite this, there has been no indication that the Administration is desirous of discipling Chairman Fly. On the other hand, he is well regarded in New Deal circles and his promotion to an even more important post would not surprise observers here.

With the elevation of Attorney General Robert H. Jackson to the Supreme Court, preponderant opinion in Washington is that Solicitor General Francis M. Biddle will be given the Attorney Generalship. In that event the solicitor generalship, which is the equivalent of second in command in the Department of Justice, would be open and it is for this post that Chairman Fly is being mentioned. He formerly was a special assistant to the Attorney General during the Hoover Administration and prior to his appointment to the FCC in 1939 was general counsel of Tennessee Valley Authority.

Senate Committee the Key

While Chairman Fly would not discuss these reports, it is known that his promotion to the solicitor generalship has been urged by a number of influential officials. The Solicitor General supervises all argument before the Supreme Court.

Meanwhile, all eyes in radio were turned toward the Senate Interstate Commerce Committee. While no one would talk with any degree of certainty, it was clear that members of the committee—possibly a majority of them—were looking for some means of checking the FCC regulatory pace and at the same time forego the necessity of passing the far-reaching White Resolution, which would precipitate a full-dress investigation of radio regulation as one means of blocking enforcement of the eight "punitive" regulations.

After listening to the opposition testimony of industry spokesmen, as well as of FCC Commissioner T. A. M. Craven, preponderant committee sentiment appeared to support a new radio and communications law. But evidently because the Administration has not repudiated the position taken by Chairman Fly, there is no disposition to scuttle completely the chain monopoly regulations.

Talking Compromise

Compromise talk still is prevalent. The best guess is that Chairman Wheeler will seek to have industry representatives meet with him and with Chairman Fly, in the hope of working out a satisfactory procedure, wherein the most drastic regulations (those banning exclusivity, option time and forced sale of the Blue Network and of network-owned stations) would not become effective until there could be a Congressional reappraisal of the situation. The industry, save for MBS, would prefer to see all eight proposals shelved, pending a new Congressional determination.

If such a compromise is evolved, a bill—probably jointly sponsored by Chairman Wheeler and Senator White (R-Me.)—may be introduced, rewriting the Communications Act. Presumably quick hearings would be held before a small subcommittee of the Senate Interstate Commerce Committee, clearly defining the functions of the new licensing authority. Since it is generally felt that an "investigation" already has occurred on the White Resolution, the hearings before the subcommittee would be of a perfunctory legislative character, rather than in the nature of a far-flung inquiry into broadcasting. It is clear that practically all members of the committee would prefer not to have a "mud-slinging" session.

Senator White Ready

Senator White, during the hearings, observed that he could draft a bill as the basis for legislative hearings within 24 hours, get it reported out of committee within 48 hours, and have it passed by the Senate in 10 days. This was viewed as rather optimistic in many quarters, but there is justifiable basis for the view that speedy hearings could be held. The urgency of new legislation was demonstrated by the 17 witnesses who testified in favor of the White Resolution and was not discounted in any quarters save by Chairman Fly and by officials and counsel of MBS.

Both Chairman Wheeler and Senator White have indicated support of a new regulatory body, under which common carrier and broadcasting functions would be completely divorced. CBS President William S. Paley also advocated such a body. The Wheeler-White measure, if it is introduced, might call for a seven-man Commission, with the chairman as the executive officer and with three commissioners specifically assigned to broadcast and related "private service" functions and the other three to public utility common carrier services in the telephonic and telegraphic fields. The new law also would set out clear-cut appellate remedies and eliminate all the confusion now existing on where to go and what to do when the FCC cracks down.

Thompson Seen Out

The President's attitude on FCC personnel, in the light of the Thompson appointment expiration, has not been indicated. It seems a certainty that the President will not make an appointment until the eleventh hour. Usually, on reappointments, the President has transmitted the nominations to Congress at least two weeks in advance, which course he did not follow in the Thompson case. Mr. Thompson goes off the payroll June 30, unless reappointed and confirmed by the Senate.

Reports have been current that Commissioner Thompson will not be reappointed, not only because of strong opposition, but also because the former Mobile publisher evidently has not actively campaigned for it. In his behalf, it is said he desires to return to his home in Alabama. He is 65.

It is generally thought that Chairman Fly would like to see Commissioner Thompson reappointed, since it would indicate Administration support of the monopoly regulations—far and away the hottest issue ever handled by the Commission. Failure to reappoint, unless ascribed to reasons of health, could be interpreted as a repudiation of the report, since Commissioner Thompson was one of the original advocates of stringent reg-

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No Fund for Radio In Navy Campaign

Ex-Publisher Knox Allocates Huge Fund to Newspapers

UNDERTAKING to step up Navy recruiting, Secretary of the Navy Frank Knox last Tuesday announced appointment of BBDO, New York, as agency in charge of a huge newspaper advertising campaign for the Navy, to be extended on a national scale after tests in small town newspapers in Indiana, Iowa and Missouri.

No radio budget is included for the campaign, according to the Navy Department. Although no dollar figures are available, estimates of its size have run as high as a million dollars.

'Utilize All Media'

According to plans announced by Secretary Knox, the campaign will be tested in the three Midwest States and later expanded to other States, with small weekly and daily papers accounting for the bulk of the appropriation. Since the campaign is to concentrate on areas not affected by labor shortages due to the defense program, it is expected the Midwest will come in for a large share of the budget.

Although radio was completely left out of the budget, Secretary Knox indicated that the newspaper drive "is only the start of a general advertising campaign which will utilize all media for reaching the public". No further comment on this point was available from the Navy Department.

Explaining the drive, Secretary Knox declared:

"The campaign will stress the reciprocal character of service in the Navy, whereby the Navy not only obtains the volunteered services of the young men of the nation, but in turn trains them in crafts and trades which enable them to obtain advancement in the naval service, and later to earn their livelihood in civilian life when the term of service is completed".

Lit Brothers Becomes Sole Owner of WFIL

THE PARTNERSHIP of two big Philadelphia department stores in the ownership of WFIL, the NBC-Blue outlet there, was ended June 24 when the FCC authorized Strawbridge & Clothier to dispose of its 50% interest in the station to Lit Brothers, which now becomes the sole owner of WFIL Broadcasting Co. The purchase price for the half interest was $126,000. The company continues to be headed by Samuel R. Rosenbaum, vice-president of Greenfield & Co. interests, and the station will continue to be managed by Roger W. Clipp.

In 1934 Strawbridge & Clothier operated WFI and Lit Brothers owned WLIT, then sharing time on 560 kc. Mr. Rosenbaum negotiated the merger of the stations into WFIL, operating with 1,000 watts fulltime on 560 kc.

NBC'S BARBER SHOP QUARTET filled the air with nostalgia as they competed June 26 in the annual quartet contest held in New York's Central Park Mall. Behind the aprons, razors, combs and shaving lather are announcers George Hicks, Mark Hawley, Ben Grauer, Harry von Zell.

Multiple Ownership Clauses Put in Several FCC Grants

FOLLOWING its recently inaugurated policy of making conditional grants to fit purported situations under scrutiny, the FCC last Tuesday appended notations to authorizations of improved facilities for three stations, serving notice that they were subject to any future action the Commission may take regarding "the problem of multiple ownership."

In each instance, however, the station given improved facilities provided what the FCC viewed as an "existing duplicating service" in the particular area. Thus, the notice was confined to stations offering a second service in a city already having a station owned by the same interests or in some manner interlocked with second station ownership.

Boston Grant

WCOP, Boston, operated by the Arde Bulova interests, was granted a modification for approval of a directional antenna for night use on its frequency of 1150 kc., with the conditional grant notice. WORL, Boston, is controlled by Harold A. Lafount, general manager of the Bulova radio interests, and it was presumed the grant was made contingent for that reason.

KGA, Spokane, was given a construction permit to increase power from 5,000 to 10,000 watts day and night on 1510 kc., with the conditional notation. The station is a sister operation of KHQ, Spokane, with both owned by Louis Wasmer.

KROW, Oakland, Cal., was granted a construction permit for an increase in power from 1,000 to 5,000 watts, with a similar condition. This action was taken because Wesley I. Dumm, president and owner of KSFO, San Francisco, also is the largest stockholder in KROW.

The FCC, in its controversial chain monopoly report issued last May 2, did not make any recommendations or issue any rules in connection with multiple ownership or duplicating service in the same area, but said that these matters of common control were being defined in consistent day-to-day actions of the FCC. Heretofore, the Commission has made conditional grants in connection with engineering or other considerations. By adopting the new course, it was felt the FCC wanted to make doubly sure that licensees, as well as Washington attorneys, were fully aware there is a question in the mind of the Commission as to multiple ownership in the same market.

WOWO, WWVA GET FULLTIME 30 DAYS

TEMPORARILY clearing up one of the most unusual situations in radio, under which two statoins have shared time on different frequencies, the FCC last Wednesday announced that WOWO, Fort Wayne, and WWVA, Wheeling, W. Va., have been granted special temporary authority to operate fulltime for 30 days on the 1190 and 1170 kc. frequencies, respectively. Since the Havana Treaty allocations became effective last March 29, the stations have been operating on a time-sharing basis, despite the difference in frequencies.

This unprecedented action grew out of the Havana Treaty allocations, under which six stations formerly sharing time were to have been accorded fulltime. Involved in addition to WOWO and WWVA, were KVOO, Tulsa, and WAPI, Birmingham, which were to operate on 1170 kc. with 50,000 watts; KEX, Portland, Ore., and KOB, Albuquerque, all of which already are operating fulltime pending regular grants.

It is understood that policy considerations surrounding WAPI, under lease arrangement in which CBS is interested, have held up the regular grants, with Commissioner F. I. Thompson, of Alabama, the main figure in the FCC deliberations.

Radio Will Take Part In Intelligence Service Headed by Col. Donovan

WITH THE designation last week of Col. Wm. J. Donovan, of New York, as a Major General to supervise Army military intelligence and to ally it with the British Secret Service, radio will find another important function in the defense set-up.

Though Gen. Donovan's new duties are so shrouded in secrecy that no hint of any plans have been revealed, there are indications he will head a new military agency. His staff will probably include experts from the State, Justice and Treasury Departments, aides from the Army, Navy and Marine Corps and technicians from such agencies as the FCC.

Probable function of the FCC under the new unit would center around its Foreign Broadcast Monitoring Service headed by Lloyd A. Free with Harold N. Graves serving as administrative assistant [BROADCASTING, June 16]. Though the Service is working with a skeleton staff, plans are being rushed to complete its proposed 314-man set-up. The organization is to be divided into five catagories—analysis, reports, translation and transcription, technical and clerical—with a chief heading each section.

The analysis section is to deal with intercepted material on a subjective basis seeking the psychology behind certain broadcasts, while the reports section will look at the material from a news angle, developing the objective aspects. Both will serve a vital function for the intelligence set-up.

Capt. James Roosevelt, U. S. Marine Corps, son of the President, may be appointed one of Gen. Donovan's aids. He has just returned from a trip around the world on intelligence matters. Gen. Donovan, too, has only recently returned from an extended mission to the Mediterranean and the Middle East.

Aspertane Commentary On 78 Mutual Stations

AMERICAN HOME PRODUCTS Corp., Jersey City (Aspertane), on June 23 started *News & Views With John B. Hughes* on 78 MBS stations, Monday through Friday, 12-12:15 p.m. (EDST), with West Coast repeat, 9-9:15 a.m. (PST). Contract is for 52 weeks, with program originating from Hollywood. Agency is Blackett-Sample-Hummert, New York. American Home recently acquired Whitehall Pharmacal Co. (formerly Blackstone Products Co.), manufacturers of Aspertane.

Langendorf United Bakeries, San Francisco, through Leon Livingston Adv. Agency, that city, is currently sponsoring *News & Views With John B. Hughes* on 27 Pacific Coast MBS-Don Lee stations, Monday through Friday, 2:30-2:45 p.m. (PST), while Healthaids Inc., Jersey City (Serutan), sponsors that program on 6 West Coast Don Lee stations (KHJ KGB KFRC KOL KMO KALE), Tuesday, Thursday, 6:30-6:45 p.m. (PST). Raymond Spector Co., New York, services the account. MacFadden Publications, New York (*Liberty* Magazine), also sponsors that program on KHJ, Hollywood, once weekly.

Trammell Offers Formula to ASCAP

Proposal of CBS Considered by Society

NILES TRAMMELL, president of NBC, last Friday personally submitted to ASCAP a proposal for the use of ASCAP music on the NBC networks and the nine NBC M&O stations. Proposal, Mr. Trammell stated, "represents our best efforts to solve the music problem which has existed since Jan. 1, 1941, when former ASCAP licenses expired." Copies of the document have been sent to all NBC affiliate stations, he added. [See details of proposal in adjoining column.]

Stating that "since NBC now proposes to clear at the source on network programs and cannot bear the entire cost of network commercial licenses itself," NBC stipulated that the blanket network licenses, both sustaining and commercial, "shall be conditioned upon substantially all NBC-affiliated stations agreeing to reimburse NBC to the extent of 2½% of the compensation paid the station for broadcasting network commercial programs."

Per-Use for Some

While NBC states it is willing to sign ASCAP contracts for its M&O stations on the above blanket basis, "many of our affiliates desire a per-use basis," the network statement says, going on to suggest that ASCAP offer NBC affiliates the following per-program plan which NBC would be willing to recommend:

Commercial contract under which station would pay ASCAP 8% of its net receipts from sale of time for spot and local programs, less a 15% sales commission, on programs using ASCAP music, except those using only incidental ASCAP music, for which stations would pay 2% of such net receipts.

Sustaining contract under which station would pay 1% of card rate if time were sold for each sustaining program using ASCAP music.

Other conditions are: All contracts are to expire Dec. 31, 1949; all claims against NBC and its affiliates by ASCAP or ASCAP members shall be dropped; all network licenses shall permit ASCAP music on all NBC programs to be broadcast by all NBC affiliates, but no license fees shall be paid in States which have statutes prohibiting ASCAP operation. Likewise, NBC will pay no license fees for stations outside the U. S.

NBC also proposed that ASCAP grant for "nominal fees" blanket licenses for FM, television, shortwave and experimental stations operated by ASCAP licensees, with standard broadcast fees to be applied at such time as these stations have commercial income.

Proposal has been endorsed by the IRNA chairman and vice-chairman, Samuel Rosenbaum, WFIL, and Paul Morency, WTIC, respectively, and by Harold Hough, WBAP and KGKO, NBC reports.

"I am hopeful that this proposal will be accepted by all the parties," Mr. Trammell said. "Under its terms, NBC will pay ASCAP somewhat more than it has previously. We are offering to assume the obligation of clearing and paying for all network sustaining and public service programs in order to expedite a final solution. Our offer of a higher payment for a network license, and our proposal that a lower rate be paid by the local stations for local and national spot commercial business, represents a sincere effort on our part to return the ASCAP music to the air on a basis equitable to all.

Method for Independents

"The independent stations on the NBC networks remain free to negotiate local licenses with ASCAP if they so desire, and we have suggested four alternative methods for the consideration of the stations and ASCAP. The alternatives suggested permit of great flexibility in negotiating agreements for the use locally of ASCAP music. At the same time they provide for a fair payment to ASCAP for the use of its music.

"The success achieved by Broadcast Music Inc. has been a source of gratification to all broadcasters. The use of BMI music will continue and with the completion of negotiations with ASCAP a competitive market for music will have been established. That was the real purpose behind the formation of BMI, and I am sure that if our proposal to ASCAP is accepted, the composers, lyricists, arrangers and publishers throughout the country will find an ever-widening use for their music and receive fair and equitable compensation for it."

NBC's Proposals to ASCAP

NBC proposed that separate network licenses be executed for the Red and Blue networks and for each M&O station on the following basis:

1. Separate blanket network commercial contract under which NBC would pay ASCAP 2½% of its net receipts from the sale of time (defined as amount received by NBC from the sale of time after deducting discounts, rebates and advertising agency commissions actually allowed), minus a sales commission of 15% of NBC's net receipts and the actual cost of wire lines between stations.

2. Separate blanket network sustaining contracts under which NBC would pay ASCAP a sustaining license fee of $200 a year for each M&O and affiliate station, such fees to be pro-rated if station is affiliated for only part of the contract year.

3. Separate local station blanket commercial license agreement for each M&O station under which station would pay ASCAP 2% of its net time sales for local and spot programs, less a 15% sales commission.

4. Separate local blanket sustaining license agreements for each M&O station, station to pay ASCAP an annual sustaniing fee of (a) 12 times the highest half-hour card rate if station has net local and spot income of more than $150,000 a year; or (b) 12 times highest quarter-hour card rate if such station's net receipts are between $50,000 and $150,000; or (c) $12 a year for any station whose annual receipts are below $50,000.

In the Brig

THE SHOW went on for WCAU, Philadelphia, even in face of Army discipline. For its *We're In the Army Now*, all-soldier show from Indiantown Gap, Pa., last Thursday, the program was built around the talents of Private Harry Marks, a former night-club performer now in service. When the WCAU staff arrived at the camp to rehearse the broadcast, it was found that Private Marks had been incarcerated for a minor Army violation. Not desiring to cancel the broadcast, the commanding officer was prevailed upon to permit Private Marks to participate in the show. After the broadcast, he was returned to the brig.

The proposal made last week by CBS to ASCAP has not yet evoked any response from the Society, whose board last Monday referred the proposal to ASCAP's general counsel for consideration. There was no reaction expressed officially, "on advice of counsel", according to an ASCAP spokesman, but it is understood the proposal precipitated a heated argument among the board members, some of whom favored accepting it at its face value or at least as a starting point for further negotiations which might result in a contract with CBS on terms more favorable to ASCAP.

Others, however, are reported to regard it as an insulting gesture on the part of CBS, put out with no real idea of having it accepted but merely for the record, so that CBS might absolve itself of any charge of refusing to deal with ASCAP or of conspiring to keep ASCAP music off the air.

Indications, long evident, that a sizable number of ASCAP members are anxious for a deal to be completed on any reasonable terms that will get their music back on NBC and CBS, and so restore to them the radio revenue that in recent years has supplied the major part of ASCAP's disbursements, were strengthened by action of the board in voting to distribute $1,000,000 to its members for the second quarter of the year.

Needed to Bolster Morale

Proposal to disburse so large an amount, within $100,000 of the sum distributed for the same period of last year, was made by John O'Connor and approved by the board over the objections of several members to "cleaning out the treasury" to such an extent.

The majority feeling was said to be that this move would bolster up the morale of members who might be toying with the idea of deserting the ASCAP ranks for other affiliations that would get their music back on the air and so back into the sheet music and phonograph record market.

Proof that this fear of a general break in the ASCAP front is no phantasy but a real threat comes with an announcement by BMI that several prominent ASCAP writers have entered into contracts with the broadcasters' music organization for the publication of their songs. Performance rights on these compositions will be licensed directly by the writers to the broadcasters without payment of any fee, BMI acting only as the publisher and not as the licensing agency. As publisher, BMI will control the publication and mechanical rights to this music.

BMI Explains Move

BMI explained that the move that will make tunes by leading ASCAP writers a part of the broadcasters' repertory is authorized by the consent decree signed by ASCAP with the Government, which states that any ASCAP member is free to license his works directly to the users, but not through EMI. Any revenue from such independent licensing is to be turned over to ASCAP for distribution in its regular manner.

Hence, these writers are licensing their music to radio without charge, as they feel that by getting their tunes back on the air they will insure their popularity and thus their sale as sheet music and phonograph records, producing enough revenue to overcome the loss of performing rights fees.

In addition to those ASCAP writers already signed, several more are currently negotiating similar contracts with BMI, it was stated, and when these contracts have been completed the names of the writers will be announced. BMI has also

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PENTHOUSE STUDIOS of WFAA-KGKO atop Dallas' Santa Fe Bldg. incorporate novel and advanced techniques. At left is the two-story penthouse, which contains five studios and control rooms and 30 other rooms, including executive offices, news, recording and client rooms. In center photo J. M. Moroney (left), vice-president and radio supervisor of the *Dallas News*, owner of WFAA and co-owner (with the *Fort Worth Star-Telegram*) of KGKO, is shown with Martin Campbell, managing director of WFAA-WBAP-KGKO, in one of the new studios. In right photo Dr. C. P. Boner, professor of physics of the U of Texas, is making final tests with the sound level meter in Studio C, largest of the four studios he designed with half-barrel walls and waved ceilings that distribute sound evenly throughout the room. WFAA-KGKO is the only station in the world with a complete set of studios based on this "dispersive design" of acoustical treatment developed by Dr. Boner.

New WFAA-KGKO Studios Introduce Acoustic Advances

Elaborate $200,000 Penthouse Plant Is Dedicated As Texas and Industry Notables Attend

EMPLOYING a radical departure in acoustical design, new penthouse studios of WFAA-KGKO, Dallas, atop the Santa Fe Bldg., were dedicated June 20 with leaders of the broadcasting industry in attendance. Approximately $200,000, it is understood, was invested in the two-story structure, housing five studios and control rooms and 30 other offices and rooms.

With the opening, a banquet was held for visiting guests, given by G. B. Dealey, chairman of the board; Ted Dealey, president, and their associates of the *Dallas News*, owner of WFAA and half-owner of KGKO. The studios were formally opened to the public June 23, when all regular broadcasting activities were begun at the penthouse. A dedicatory broadcast originating in the studios was carried on NBC-Blue June 21.

New Acoustic System

Outstanding feature of the entire unit are four studios designed with the new dispersive system of acoustics.

Acting as designing consultant for these studios was Dr. C. P. Boner of the U of Texas who, with George Dahl, of the architectural firm of LaRoche & Dahl, based his designs on studies by Dr. K. C. Morrical of RCA. Studios of WFAA-KGKO are said to be the first in the world to be constructed on this principle.

The system is based on a combination of curved and inclined surfaces that reflect and scatter sounds originating in the studios—in contrast to the old system of using sound-absorbing walls. The curved walls of the studios project into the room 11 inches, while flat surfaces of the ceiling are inclined, giving the onlooker the feeling that he has suddenly been transported into some mysterious structure on Mars. Adding mystery to the sensation is the startling manner in which sound travels throughout the studios.

Persons standing at opposite ends of Studio C, the largest having this type of acoustical design, can converse in low tones and yet hear each other distinctly. Tests have revealed that sound is distributed through this type of studio so evenly that artists can perform even with the microphone back of them.

Studio A, largest of the five in the unit, is auditorium styled with theatre-type seats for 250 persons before a stage large enough for a symphony orchestra. All the props necessary for a major stage presentation are included in this studio —electrically operated curtain, spotlights, colored stage lights, public address system and audience applause microphone.

Equipment for the master control room and four auxiliary control rooms was designed by Ray Collins, technical supervisor for the stations and the engineering staff of WFAA-KGKO, and was custom-built by RCA. The master control unit, by which ten studios may be dispatched to six outgoing channels, is an elaborate affair operated by 108 knobs, 42 switches and countless signal lights and other controls.

Located on the second floor of the two-story penthouse are the executive offices, news room, recording room, observation booth, mail room, sales department and clients' room. These offices are equipped with special high-fidelity loudspeakers carrying 21 different radio, network, studio and audition channels. A terrace circling the studios has been sodded and landscaped into a beautiful skyway garden.

Opening ceremonies for the penthouse studios were climaxed by WFAA's 19th birthday June 26.

William S. Hedges, NBC vice-president in charge of stations, headed a group of the network's executives from New York at the banquet, including William A. Clarke manager of technical services, Sheldon B. Hickox Jr., manager of the Red Network Division, and John H. Norton Jr., manager of the Blue Network Division.

Among guests from Washington were Edward M. Kirby, radio chief of the bureau of public relations for the War Department, Philip G. Loucks, Washington counsel for WFAA-KGKO, and Sol Taishoff, editor of BROADCASTING.

Other guests were James L. Free and H. Preston Peters of Free & Peters, KGKO representatives, and Henry I. Christal, Edward S. Voynow, John Ashenhurst, and George Kercher, of Edward Petry & Co., WFAA-WBAP representatives.

Oklahoma stations were represented by Edgar T. Bell, of the Oklahoma Publishing Co., owners of WKY, Oklahoma City; William C. Gillespie, KTUL, Tulsa, and William B. Way, KVOO, Tulsa. G. E. Zimmerman of KARK, Little Rock, attended.

Representatives of Texas stations included Hugh Halff, WOAI, San Antonio; George W. Johnson and William C. Bryan, KTSA, San Antonio; Kern Tips, KPRC, Houston; O. L. Taylor, Plains Radio Broadcasting Co. and KGNC, Amarillo; C. B. Locke, KFDM, Beaumont; George Cranston and Ed Lally, WBAP-KGKO, Fort Worth; James Pate, Lone Star Chain, Fort Worth.

Paramount Spots

TO STIMULATE summer business, Paramount Theatre, New York, on June 24 broadcast a special half-hour program on WNEW, New York, featuring popular dance tunes and announcements about its new release "Caught in the Draft." This is a departure from the Paramount policy of buying announcements and if successful, it is understood the company will continue similar programs during the summer with WNEW as a key station. Agency is Buchanan & Co., New York. Also promoting its various pictures is Warner Bros. Co., which is broadcasting 41 announcements on WNEW from June 23 to July 5. Agency is J. Walter Thompson Co.

Fight FCC Rules, Ted Dealey Urges

Texas Executive Points Out Danger of Regulations

A CALL to the nation's listeners to "get up on your hind legs and fight" the new FCC chain-monopoly regulations lest radio service to the public be demoralized, was sounded June 20 by Ted Dealey, president of the *Dallas News*, at the dedication of the new penthouse studios of WFAA-KGKO.

Mr. Dealey

In an extemporaneous address, Mr. Dealey, one of the country's militant publishers in safeguarding freedom of the press, declared that the present FCC crusade, led by Chairman James Lawrence Fly, himself a Texan, could not be disassociated from newspaper operation. If the Government can clamp a censorship on radio, it is only the "back door to censorship of the press," he asserted.

Indirect Approach

Among Mr. Dealey's listeners at the banquet dedicating the new $200,000 studios were two of Chairman Fly's brothers, who live in Dallas, as well as his first cousin, who is assistant director of the WFAA-KGKO staff orchestra. In his remarks, Mr. Dealey had referred to the FCC chairman as a native of Segoville, a suburb of Dallas, who, although new to the field of radio, was primarily responsible for the projected new regulatory restraints.

Challenging the New Deal's forays against industry but praising its foreign policy, Mr. Dealey charged that the Administration did not have the "nerve" to put a censorship directly on newspapers, but that it is using its licensing power over radio to go through "the kitchen, dining-room and living-room."

In a formal address commending the *Dallas News* for its optimism

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M. FRED CARTOUN, VICE PRESIDENT
LONGINES-WITTNAUER WATCH CO., INC.

1866 75th Year 1941

Longines-Wittnauer Watch Co. Inc.

Leading Makers of Fine Watches Since 1866

WATCHES
LONGINES
TOURNOY
AGASSIZ
WITTNAUER

OFFICES
GENEVA
PARIS
MONTREAL
CHICAGO

June 6, 1941

Mr. Richard D. Buckley
John Blair & Company
341 Madison Avenue
New York, N. Y.

Dear Dick,

Many thanks for the complete material that you left with me this morning.

I know that you will be glad to hear that at a meeting of our Directors this afternoon we decided to supplement our time signal campaign with a campaign of musical programs. As you know, our time signals have proved so successful that we have decided to record our musical programs and place these on a spot basis, also.

We have found that by the use of spot broadcasting, we can select the station and the time best suited to our particular requirements. In so doing, our radio budget is spent in exact proportion to our sales in each market.

I sincerely hope that our plans will mean more business for us both.

Cordially,

LONGINES-WITTNAUER WATCH CO., INC.

M. Fred Cartoun

Vice President

MFC:ar

More money for the HOT SPOTS

Nothing wasted on the DEAD SPOTS

Special attention for PROBLEM SPOTS

"With SPOT BROADCASTING, our radio budget is spent in exact proportion to our sales in each market"

. . . says M. Fred Cartoun for Longines Watches

Spot Broadcasting made success for Longines because it enabled the company to *sales-manage* its radio advertising. In the Longines business—as, no doubt in yours, too—there are many markets and territories which do not perform "according to the book" . . . some where exceptional distribution gets far more than its share of sales . . . some where adverse conditions keep volume below normal . . . and the familiar problem territories that call loudly for individual treatment. By purchasing radio on a spot basis, your budget and your promotional plans can be precisely fitted to each territory to an extent not possible at all under a predetermined national setup of stations. At the same time your local effectiveness is assured because spot radio gives you unrestricted selection of stations and choice of spots with proved audience.

• Have you considered what Spot Radio could do to bring your advertising and sales into better adjustment? Or how it steps up the effectiveness of local merchandising and promotion in markets needing special attention? Ask a John Blair man.

JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

NATIONAL STATION REPRESENTATIVES

CHICAGO • NEW YORK • DETROIT • ST. LOUIS • SAN FRANCISCO • LOS ANGELES

XUM

Impasse Develops In Effort to Halt Strike by AFRA

MBS, WKRC and Others Fail To Agree in Chicago

DESPITE an eleventh-hour attempt to untangle the strained relations between WKRC, Cincinnati, and the American Federation of Radio Artists, it appeared as BROADCASTING went to press Friday that an AFRA order calling for a strike of AFRA members on all MBS programs fed to WKRC might be carried through on July 7. The current AFRA strike against WKRC is the first ever staged against a radio station, and the portending move aganist MBS programs would be the first called against a network.

A special meeting of union, network and station officials, held in Chicago last Friday, was concluded without any agreement reached, and since no further meeting was scheduled, it appeared that the AFRA strike order pertaining to MBS would go into effect. Principals in the discussion, including Hulbert A. Taft Jr., general manager of WKRC, had no comment to make immediately upon conclusion of the meeting.

Week's Developments

Chicago meeting was attended by Mr. Taft and his attorney, Leonard Weakley; Fred Weber, general manager of MBS, and Keith Masters, MBS attorney; For AFRA, Emily Holt, national executive secretary, George Heller, associate executive secretary, and Henry Jaffe, attorney. Joseph L. Miller, NAB labor relations director, was in Chicago to participate.

Session came as a culmination to a week of feverish activity which can be summarized as follows:

On Friday, June 20, AFRA called the first strike of its career against WKRC after more than a year of negotiations had failed to produce a contract. Chief points of dispute were union's demands for closed shop and for minimum wages of $50 a week for staff announcers, $35 a week for staff actors and singers. Four employes walked out and began picketing WKRC.

The station continued operations with majority of staff talent staying on job. These are members of the recently-organized Radio Artists Assn., an independent union which AFRA considers a company union but which was sure enough of its position to petition the NLRB for an election to determine which union should act as collective bargaining agency for station's talent.

On Monday AFRA notified MBS that unless it discontinued its program service to WKRC by Tuesday noon the union would call a general strike against the network. Mutual protested that it would like to cooperate with AFRA but that it had contracted to supply both commercial and sustaining programs to WKRC. A meeting was arranged to be held in Chicago on Wednesday, at which representatives of AFRA, MBS and WKRC could discuss the situation and attempt to arrive at some sort of compromise settlement.

Deadline Set

On Tuesday Mr. Taft said he would be unable to attend the Chicago session, as it would be unfair for him to deal with AFRA as long as there was another union in the picture, whose rights must also be considered. The AFRA board, in special session, set July 7 as the deadline for pulling its members from all Mutual commercial programs which the network sends to WKRC unless such service had already been discontinued.

That night, at an AFRA rally in Cincinnati, Mrs. Holt announced that AFRA had filed a complaint with the NLRB against RAA, asking the Labor Board to declare RAA an "administration dominated organization." She stated that when a strike vote was taken April 10, it had been approved by the majority of WKRC employes, including some of those individuals who had at that time voted to strike but who were still working at the station as a result of intimidation by the station management.

The next day Mr. Weber offered to go to Cincinnati to meet with officials of the station and of both unions to attempt to mediate the interunion controversy under the auspices of the NLRB, but this offer was rejected by AFRA. AFRA subsequently declined to be a party to an NLRB election at the station, claiming that under present circumstances it would be impossible for a fair election to be held. Andrew J. Meyer, Federal Conciliation Commissioner, likewise failed to make any headway toward a conciliation. Mr. Taft agreed to attend the meeting with MBS and AFRA in Chicago on Friday.

The AFRA board approved a letter to advertising agencies operating under AFRA's code of fair practice, notifying them that as of July 7, "no AFRA member may work on any program going over or transmitted to WKRC."

Effect of Code

The letter also states "this notice does not apply to any program other than a program which uses the facilities of WKRC. You may use any other station in Cincinnati or elsewhere for your Cincinnati coverage, in place of WKRC." Letter was not sent out, however, until after the Friday session in Chicago.

Asked if AFRA, by forcing programs off the station and possibly off the network, were not ignoring the anti-strike clause in its code of fair practice, a union spokesman replied that the code was not signed by either advertisers (on the grounds that such action might upset the labor relations of their own organizations) or by the agencies (who said they were not principals but agents).

Instead, agencies signed letters in which they agreed to abide by the provisions of the code, but which

(*Continued on page 29*)

Fla. Citrus Placing

FLORIDA CITRUS COMMISSION, Lakeland, Fla., will use participating announcements on *Arthur Godfrey* on WABC, New York, and WJSV, Washington; *Laura May Stuart* on WCAU, Philadelphia; *Consumer Foundation* on WLW, Cincinnati, and *Majorie Mills* on the Yankee Network, and is placing a varied schedule of one-minute spot announcements on 32 stations. Arthur Kudner Inc., New York, is the agency.

COMMEMORATING WMBD'S decennial, Edgar Bill (right), owner and president of the Peoria, Ill., station since its inception ten years ago, accepts an engraved silver vase tendered by Charlie Caley, WMBD commercial manager, on behalf of the staff. On hand for the presentation, which constituted a part of the day-long celebration at the station held June 20, were A. H. McCoy (left rear) and Lew Avery, of Free & Peters, national representatives of WMBD. Inscribed gold Hamilton watches were also given to Ted Giles, chief engineer, and Ralph Ehresman, salesman, in recognition of their ten years of continuous service to the station.

Rule Against Recording Not Planned by AFM

AMERICAN Federation of Musicians has no immediate plans to cut off the supply of union musicians from the manufacturers of transcriptions and phonograph records, it was stated at AFM headquarters in New York late last week. Union officials also said renewals of the present AFM licenses for the employment of AFM members for recorded music, which expire June 30, would be extended for another six months, or until Dec. 31, upon request of the licensees.

This news came as a relief to the recording industry, as resolutions introduced at the recent AFM convention [BROADCASTING, June 16, 23] had empowered the union's executive board to take action as it sees fit to stop or at least curtail the allegedly adverse effect the use of recorded music, on the air and in "juke boxes," has had on the employment of live musicians. Fact that last December the AFM had issued to the recorders licenses running only six months, instead of for a full year as was the previous practice, plus the further fact that with less than a week to go before the expiration of these licenses no new ones had been offered by the union, had led to some expectations that the AFM might immediately start action on the convention's instructions. Union officials stated, however, that the board will probably not be called into session for several weeks and that no action will be taken before that time.

FCC to Request Data On News Commentators

QUESTIONNAIRES asking networks and stations whether they have "presented well-rounded rather than one-sided discussions regarding the role of this country with respect to the war abroad" are to be distributed shortly, probably this week, by the FCC in accordance with a request of the Senate Interstate Committee.

The committee's action was precipitated by Sen. Tobey (R-N. H.) who, during recent hearings on the White Resolution, obtained the promise of FCC Chairman Fly to secure a compilation of speakers on the war issue stating that it would be a "good thing" for the committee to have [BROADCASTING, June 9].

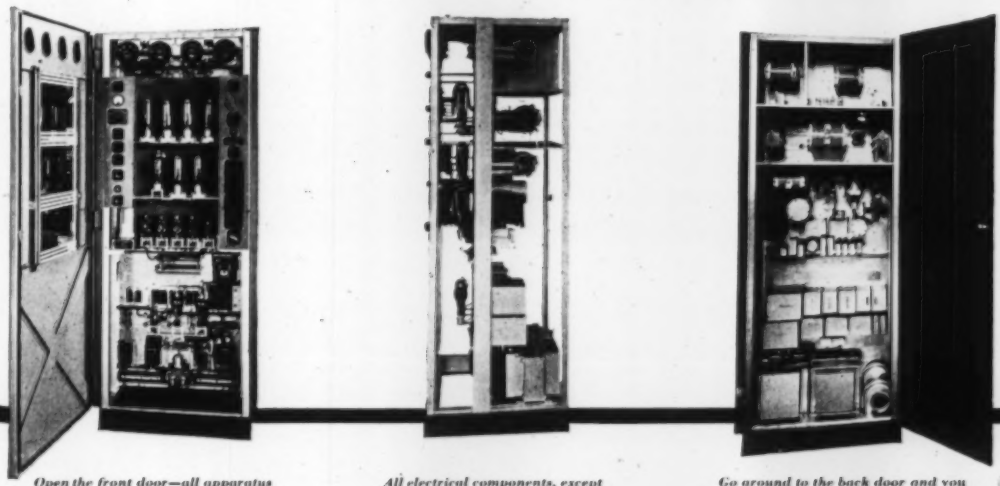
The Senator stated that because of radio's great influence as an instrument of molding public opinion and disseminating thought on major issues confronting the American people, it was of paramount importance that station managers treat their responsibility with every element of fairness.

The FCC questionnaire will particularly ask the names of speakers who discussed this country's role in the war during the five-month period from Jan. 1 to June 1. Questionnaires must be returned by July 21.

WILLIAM C. WHITTEMORE, formerly with Buchanan & Co., New York, and recently a member of the sales staff of Coca-Cola Co., joins the New York office of Howard H. Wilson Co. June 30 as an addition to the present staff, it was announced by J. Frank Johns, New York manager of the station representative firm.

FROM EVERY POINT OF VIEW

...it's a Natural!



Open the front door—all apparatus in the front section, including vacuum tubes, is completely accessible.

All electrical components, except door switches, are mounted on the central structure.

Go around to the back door and you get still further evidence of high quality workmanship and accessibility.

Ask your Engineer about this new 250 Watt Transmitter

KGBS —Harlingen, Texas
KHMO—Hannibal, Mo.
KMYR—Denver, Colo.
KPHO —Phoenix, Ariz.
KSWO—Lawton, Okla.
WAIM—Anderson, S. C.
WEBQ—Harrisburg, Ill.
WERC —Erie, Pa.
WINC —Winchester, Va.
WITH —Baltimore, Md.
WJMA —Covington, Va.
WMRF—Lewistown, Pa.
WSLS —Roanoke, Va.
WWDC—Washington, D. C.
Southwest Broadcasting Co.
—Pulaski, Va.

You can see for yourself that Western Electric's new 451A-1 is compact, accessible, stylish. It's outstanding in performance, too—engineered by Bell Labs for highest signal quality, low power consumption, low tube cost, low maintenance cost.

Features your engineer will like: frequency response flat within 1.5 db from 30 to 10,000 c.p.s.—r.m.s. noise level 60 db or better unweighted, 70 db weighted below signal level at 100% single frequency modulation—Grid Bias Modulation of last RF stage.

Those are just some of the reasons why the 451A-1 has been chosen by the stations listed. For details, ask Graybar for Bulletin T-1752.

Western Electric

Ask your Engineer!

Distributed by Graybar

DISTRIBUTORS:
In U.S.A.: Graybar Electric Co., New York, N. Y. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

Shirer's Saga—Six Years in Berlin

Thrilling Narrative of CBS Commentator In Book Form

THE UNANIMOUSLY enthusiastic reviews given to William L. Shirer's *Berlin Diary* [Alfred A. Knopf, New York $3] by literary critics and the volume's choice as the July selection of the Book-of-the-Month-Club are ample testimony to the excellence of the work for the general reader.

As a foreign correspondent in Berlin from the fall of 1934 to the winter of 1940, representing first Universal Service and, since 1937, CBS, Shirer saw the rise of Hitler and the resulting war from a front-row seat, and in this volume he gives a vivid day-by-day account of what he saw.

A Radio History

For the broadcasting industry, however, the book has a special interest. For it is a history not only of the development of a European war but also of the coincidental development of American radio's news coverage of Europe.

It was in August 1937 that Shirer, jobless when Universal Service closed down, was invited to dinner by Edward R. Murrow, European manager of CBS. Murrow said "he was looking for an experienced foreign correspondent to open a CBS office on the Continent. He could not cover all of Europe from London." Shirer got the job after a trial broadcast—done seated on a pile of packing boxes because the microphone was stuck at a height of about eight feet—had proved his voice acceptable to CBS executives in New York.

In Vienna early the following March, he notes the rising tension and says: "I feel a little empty, being here on the scene but doing no actual reporting. Curious radio doesn't want a first-hand report. But New York hasn't asked for anything, being chiefly concerned with an educational broadcast I must do from Ljubljana in a few days—a chorus of schoolchildren or something!" Ten days later, when the Nazis marched into Austria, no radio facilities were available and Shirer flew to London to broadcast an uncensored eyewitness account of the Anschluss.

European radio round-ups are twice daily affairs today and taken as such a matter of course that it is somewhat startling to read under the dateline, London, March 14, 1938: "At 1 a.m. this morning 8 p.m. yesterday, New York time) we did our first European radio round-up." Shirer's description of the difficulties of lining up speakers and shortwave transmitters in London, Berlin, Paris, Vienna and Rome on Sunday evening occupy three pages of text, winding up with: "New York said on the 'feedback' that it was a success. They want another one tomorrow night."

On April 12, Shirer records in his diary: "The [Austrian] crisis has done one thing for us. I think radio talks by Ed and me are now established. Birth of the 'radio foreign correspondent,' so to speak." And on Sept. 9: "Have almost convinced CBS that they should let me talk five minutes daily—revolutionary in the broadcasting business!"

But by the summer of 1939, Shirer can report a meeting in London of "Paul White and our 'European staff,' consisting of Murrow, Tom Grandin from Paris and myself, conferring on war coverage. We worked out technical matters such as transmission lines and shortwave transmitters and arranged to build up a staff of Americans (the *New York Times*, for example, has several Englishmen on its foreign staff) as regular staff correspondents, figuring that the American press associations and newspapers will not allow their men to broadcast, once the war starts. . . . We are distressed at the failure of the Poles to rush their new shortwave transmitter to completion as this may leave us in a hole."

Then Came Censorship

With the war came military censorship, "but fortunately," Shirer reported Sept. 4, 1939, "the chief censor is a naval officer, an honorable and decent man. I have had some warm words with him the last couple of days, but within the limits of his job he has been reasonable."

On Nov. 18, commenting on the expulsion of a newspaper correspondent whose stories did not please the Nazis, he says: "Though the Nazis don't like me, I suppose I shall never get kicked out of here. The trouble is my radio scripts are censored in advance, so that whatever I say over the air cannot be held against me. The newspaper correspondents can telephone out what they please, subject to the risk of getting what Conger [the ousted correspondent] got.

"This is almost a worse censorship than we have, since the New York offices of the press associations and New York newspapers do not like their correspondents kicked out."

Censorship Stiffens

Shirer's description of a typical broadcast, beginning with a trip from his office to the government broadcasting headquarters during the regular blackout and ending with a dash across an open courtyard—especially exciting during an air raid—to the studios, after an extended battle with the censors over his script, gives a picture of conditions almost unbelievable when compared to broadcasting here.

And the accounts of his broadcasts from the German fleet on Christmas Day, 1939, and from the Forest of Compiegne the following June, to mention only two, are equally accentuated to the reader who can contrast them with remote broadcasts in this country. Strangest of all, however, to American broadcasters, would be the restrictions of censorship.

By September, 1940, Shirer is citing almost daily instances of unreasonable censorship and on Sept. 20, his diary records: "I ask myself why I stay on here. For the first eight months of the war our censorship was fairly reasonable—more so than Sevareid and Grandin had to put up with in Paris. But since the war became grim and serious—since the invasion of Scandanavia—it has become increasingly worse.

"For the last few months I've been trying to get by on my wits, such as they are; to indicate a truth or an official lie by the tone and inflection of the voice, by a pause held longer than is natural, by the use of an Americanism which most Germans, who've learned their English in England, will not fully grasp, and by draw-

(*Continued on page 43*)

THEY WERE IN THE AIR CORPS THEN

One of a Series

MORE FLIERS in Uncle Sam's service during the first World War, whose identification will be found on page 43.

Headliners Award Presented Shirer

Special Plaque for Coverage Abroad Given Commentator

WILLIAM L. SHIRER, news analyst and former Berlin correspondent for CBS, was presented with a special award June 28 by the National Headliners Club at their annual banquet in Atlantic City for the "general excellence" of his radio reporting during the last several years. He covered Germany by air from 1937 until his return in December 1940.

Mr. Shirer

The award, a new one, is given for outstanding achievement over an extended period, rather than during the previous year. This makes Shirer the first two-time winner of the club's honor. In 1938 he and Edmund R. Murrow, CBS chief of European staff, won the award for their work in reporting the Austrian Anschluss.

Dramatic Theme

Presentation of the silver plaque with a bas-relief of the globe on one side and a torch, representing truth, on the other, surrounded by laurel wreaths, was made by Angus Perkerson, chairman of the Headliners Club award board and editor of the *Atlanta Journal* Sunday magazine edition.

The National Headliners Club, composed of leaders in the journalistic world, began the custom of awarding annual medals for outstanding achievements in 1935, in the newspaper, radio and newsreel fields.

WWRL Is Given 5 kw.; WIZE Also Is Boosted

A CONSTRUCTION permit to increase its power from 250 watts to 5,000 watts fulltime on 1600 kc. was granted June 24 by the FCC to WWRL, New York. The transmitter and vertical radiator will be installed in the Brooklyn area.

WIZE, Springfield, O., was granted a modification of license to increase power from 100 to 250 watts on 1430 kc., with fulltime.

Tucumcari, N. M., Local

TUCUMCARI, a community in eastern New Mexico with a population of 6,000, according to the 1940 census, was awarded a local June 24 when the FCC granted a construction permit to Krasin & Krutzner for a new station on 1400 kc. using 250 watts fulltime. Permitee is a partnership of Lester Q. Krasin, a radio technician from Las Vegas, N. M., and Otto A. Krutzner, who has been in the auto body reconstruction business in Las Vegas 14 years.

EDWARD PETRY & Co., station representatives, has moved its St. Louis office to 1221 Locust St.

XUM

IT'S EASY TO UNDERSTAND

WKY

IT'S WKY 3 TO 1

WKY carries 12 out of a possible 14 top urban program favorites daytime; 11 out of 16 at night

• Few stations, indeed, achieve and maintain such pronounced listener popularity in their communities as has WKY in Oklahoma. There are, of course, many reasons for this high listener esteem not the least of which is to be found in the recent study of urban-rural listening habits issued by the Co-operative Analysis of Broadcasting.

Oklahoma City stations carried 14 of the 20 daytime programs ranking topmost with urban listeners. *Twelve of the* 14 *were on WKY!* Sixteen of the 20 top-ranking night time urban programs were on Oklahoma City stations. *WKY had* 11 *out of the* 16!

Even a greater percentage of top-ranking rural programs were carried by WKY.

These and many other programs of high national rank together with dozens of locally produced, live talent programs of even greater local listener interest—news, sports, educational, religious, and special events—combined with still other important local factors have formed for WKY a strong listener-winning alliance.

Few, to be sure, are the stations which penetrate their markets so deeply and deliver to advertisers such a maximum of their markets' potential audience so consistently morning, afternoon and night.

WKY

OKLAHOMA CITY

NBC-Red Affiliate

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO. – THE OKLAHOMAN & TIMES THE FARMER-STOCKMAN – KVOR, COLORADO SPRINGS – KLZ, DENVER *(Affil. Mgmt.)*

REPRESENTED BY THE KATZ AGENCY, INC.

XUM

Attack on Russia Revealed Through Network Monitors

World Hears of Declaration From Broadcast Coverage

WHEN the comparative evening quiet of June 21 was shattered with Germany's startling declaration of war on Russia, radio was again on the job to pass along the news to press associations, newspapers, and late evening and early morning listeners.

First hints of Germany's move heard over NBC and CBS listening posts brought the news staffs of both networks to New York headquarters, some of CBS attire ranging from pajamas to evening clothes. The time was 11:30 p.m. in New York when the Berlin announcement came through that Goebbels would shortly make an important announcement.

At NBC's Post

At Bellmore, Long Island, Stefan Rundt of the NBC listening staff covered the Berlin stations at NBC's receiving station, lately removed from Radio City to the site of WEAF's old transmitter.

Jules Van Item, head of that post, took over the job of recording and translating the Hitler proclamation read by Goebbels, reception being wired from Bellmore direct to the Radio City news room, where A A. Schechter, NBC director of news and special events, was in charge. NBC announced at 11:30 that the Berlin radio would make an important announcement shortly.

At 11:41 p.m., Robert Waldrop read the first portions of the proclamation on NBC with the intimation that German troops had already invaded Russia. Announcement of war came at midnight, and from then until 5 a.m. NBC carried 20 periods of bulletins and commentaries—from Washington, Berlin, London and New York. NBC news analysts included John Gunther, Eugene Lyons, H. V. Kaltenborn, from New York; Raymond Clapper from Washington; Charles Lanius from Berlin, and Fred Bate from London. Announcers were Waldrop, George Putnam and Gene Hamilton.

CBS broadcast its first bulletin of the German declaration at 11:30 p.m., and continued on the air until 5 a.m. with a running account of the news. Elmer Davis, Major George Fielding Eliot, and William L. Shirer carried on roundtable discussions of the situation, under the direction of Paul W. White, CBS director of public affairs.

Between the New York broadcasts, CBS picked up Edward R. Murrow in London, with news of the British reaction to the development; Harry W. Flannery in Berlin, Bill Henry in Los Angeles, and Albert Warner in Washington.

Under the direction of Miss Elizabeth Tucker, in charge of CBS shortwave program, the bulletins were translated as received into various languages and broadcast to Europe in French, German, Italian and Polish on WCBX, New York, and to South America on WCAB, Philadelphia shortwave station.

At least one net result remains after the hectic hours subsided Sunday: Russia is now aware of the importance of American opinion in its struggle with the Nazis and will break down a large part of its heretofore almost impregnable news censorship.

From Moscow

NBC reports that it now appears likely that Herman Habicht, NBC Moscow correspondent, will shortly be able to arrange for regular commentaries from that city. CBS, which had no correspondent in the Russian capital at the outbreak of the war last week, states that it is now making arrangements for one of its European or Far Eastern correspondents to cover this new scene.

NBC attributed much of its success in prompt handling of the sudden news to the new location of its shortwave listening post-receiving station. New receivers were installed at the site, a teletype circuit links the station with the Radio City newsroom, a program line enables any of the monitors to go on the air from the receiving station, and a private phone line facilitates the direction of activities from NBC headquarters by Jules Van Item.

'Broadcasting' Staff Changes

WITH the resignation of Edward Codel as manager of the Chicago office of BROADCASTING, S. J. Paul, of the New York staff, on July 1 will assume charge. Mr. Paul's New York post will be taken by Martin Davidson, Harvard graduate who has been on the Washington news staff for the last year. Mr. Codel, in charge at Chicago for the last 18 months, on July 7 will assume the managership of WPAT, Paterson, N. J.

Networks, Stations Provide Coverage From Scene of Submarine 0-9 Disaster

ITS ATTENTION shifting suddenly from the European war last week with the tragic sinking of the submarine *0-9*, NBC rushed a special crew of men to the Portsmouth Navy Yard to give the only network on-the-spot description of the Navy's futile efforts to rescue the 33 officers and men trapped 440 feet below the ocean's surface.

When the news came in Friday afternoon that the 0-9 was overdue after a practice dive, a field crew under the direction of Arthur Feldman, NBC supervisor of special events, flew to Portsmouth and by Saturday morning, after handling four special broadcasts for the network, was ready to go to sea with a floating transmitter. NBC's crew consisted of Announcers William Spargrove and Radcliffe Hall, Engineers C. M. Hutson, Andrew Thompson and George Butler, and Press Representatives Leif Eid and Tommy Weber.

Wartime Conditions

According to Eid, material for NBC's programs included not only descriptions of the actual salvage work, but also question-and-answer talks with the Navy Yard commandants and submarine commanders as well as a talk by Secretary of the Navy Knox.

Eid also reported that it was one of the first lessons for American radio of covering an event of military importance under what amounted to wartime conditions. Radio men and reporters were stopped at the Yard, and given identification cards and full military escort to the docks, but no censorship of the news was encountered.

Besides a special cruiser with a 25-watt antenna job (WNBV), NBC established a shore station at the transmitter site of WHEB, Portsmouth, which cooperated with the network. This shore transmitter was WIEW, also a 25-watt unit. Once on the scene at the diving grounds 24 miles due east of Portsmouth, the cruiser crew were unable to contact the shore crew, but hit on the solution of tuning in through WHEB and at 2:30 p.m., the exclusive program went on. Only when it became obvious that rescue efforts had failed did the NBC field crew disband.

Other Crews on Scene

CBS covered the event through special crews from its affiliate stations WEEI, Boston, and WLAW, Lawrence, while MBS offered coverage through a tieup with a Colonial Network crew of representatives.

George Lasker, manager of WORL, drove to Portsmouth with members of his staff as well as a special crew from WCOP, Boston, and the two stations jointly provided coverage. The two staffs gathered last-minute developments, reporting back to their studios by telephone.

Radio witnessed the final chapter in this tragic saga of the deep when WBZ-WBZA, Boston and Springfield, set up its microphones on the submarine *Triton* Sunday, June 22, when the official burial services were read as 15 rescue vessels stood at attention. Broadcast by WBZ-WBZA was the tribute of Secretary of Navy Knox and the final prayers of the chaplain. The preceding Friday WBZ-WBZA flashed the news of that submarine was missing at 2:47 p.m. and sent a crew to the scene.

All facilities used for the Friday and Saturday broadcasts had been torn down and some returned to Boston studios while a needed generator lay in a freight yard in Maine when the station decided at the last minute to cover the burial services. With the cooperation of the Navy, the reassembly was accomplished within five hours.

WHEB Claims First

WHEB, Portsmouth, aired its broadcast from the scene at 7:04 p.m., Friday, which the station reports as the first broadcast, beating the other stations and networks by several hours. Earlier in the afternoon when the first news of the disaster was flashed the station's new manager, Bert Georges, in New York at the time, arranged with NBC to get the pickup from his station with WHEB Announcers Winn Bettinson and Bill Bradley putting the official Navy information on the network at 4:35 p.m.

AT DISASTER SCENE Radcliffe Hall, NBC, spoke from a chartered cruiser over the graveyard of the stricken submarine *O-9*, 440 feet below. Here the cruiser is lashed to the rescue ship *Falcon* as Hall interviews officers and crew. Catastrophe occurred 24 miles east of Portsmouth, N. H.

Du Pont Seeks Program

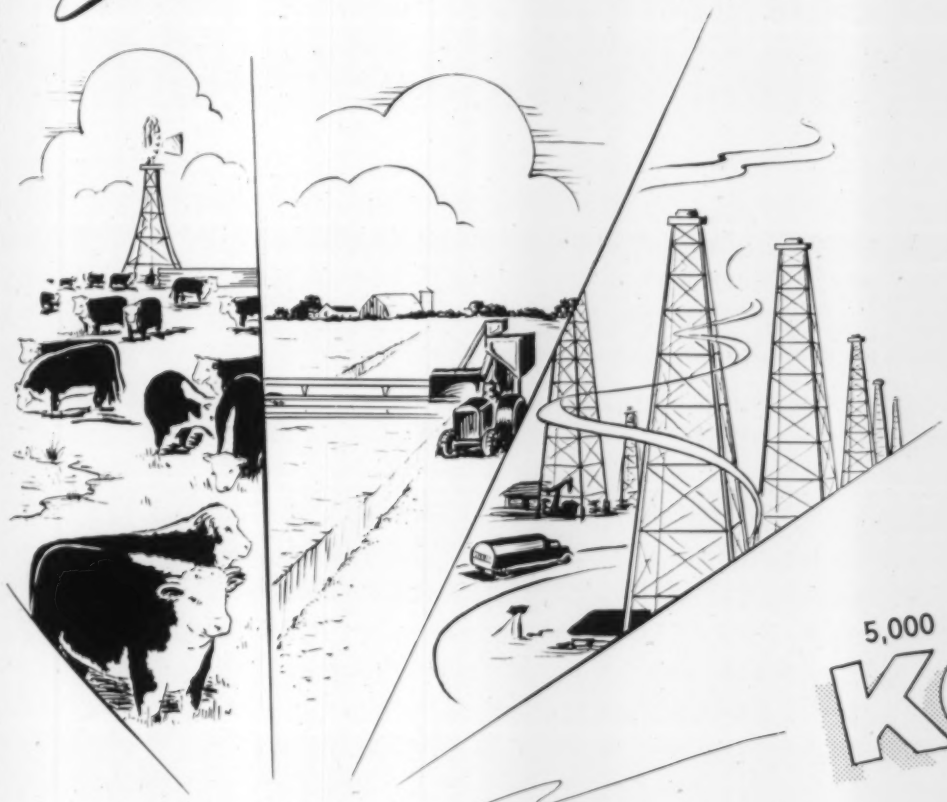
E. I. du PONT de NEMOURS & Co., Wilmington (institutional), through BBDO, New York, is looking over the field for a possible replacement of *Cavalcade of America* (NBC-Red, Mondays, 7:30-8 p.m.). Whether *Cavalcade* will be replaced has not been decided, but it is the yearly policy to investigate outstanding programs available, the agency stated.

Red Star Schedule

RED STAR YEAST & PRODUCTS Co., Milwaukee (yeast), in early June started a varying schedule of five and six-weekly spot announcements on WFBM, Indianapolis; KLZ, Denver; WEBC, Duluth. Agency is Arthur Meyerhoff & Co., Chicago.

The PANHANDLE'S Contribution To . . .

National Defense



Meat for America's Millions! Bread for a Busy Nation! Oil for the Wheels of Industry! The Texas Panhandle is a treasure chest of rich natural resources which are of new and vital importance. The 97% native-born white population of this area is "All Out" for preparedness. The greatest spring cattle round-up in years is just over . . . bumper wheat crops are being harvested . . . oil production is increasing. Everybody's at work! The result: great prosperity for this market and unprecedented opportunity for advertisers who want to reach it through its dominating NBC outlet . . .

5,000 WATTS DAYTIME

KGNC

One of

The Taylor-Howe-Snowden Group

GET THE ATTRACTIVE COMBINATION RATE ON THESE FOUR CLOSE-KNIT STATIONS.

KGNC	KFYO	KTSA	KRGV
Amarillo	Lubbock	San Antonio	Weslaco

CENTRAL SALES OFFICE - 805-6 Tower Petroleum Building, Dallas, Texas

Telephone Riverside 5663 — Ken L. Sibson, General Sales Manager — TWX Dls 297

WCKY Seeks Transfer To 640 kc. Assignment

AN APPLICATION for assignment on 640 kc. with its present power of 50,000 watts, was filed with the FCC June 25 by WCKY, Cincinnati, CBS outlet. The clear channel now is occupied by KFI, Los Angeles, although Newfoundland has a 10,000-watt station on the frequency.

According to the application, the shift in frequency from 1530 to 640 kc. would result in an increased nighttime service to approximately 850,000 population and during the day to approximately 3,250,000. Directive antennas would be used both day and night.

MacMillan Oil Test

MacMILLAN PETROLEUM Corp., Los Angeles, (Ring-Free motor oil), will test spot announcements in a few unselected markets, according to Roy S. Durstine Inc., New York, the newly-appointed agency.

WEEKLY PUBLICATIONS Inc., New York (*Newsweek*), on June 26 discontinues *Ahead of the Headlines* for 12 weeks, resuming the program Sept. 11 on 24 NBC-Blue stations, Thursday, 10:30-10:45 p.m. Agency is Tracy-Locke-Dawson, N. Y.

OPM Lends Support to Daylight Saving, Bolstering Movement; FPC Objections

ADVANCING a national daylight savings time system definitely into the probability stage, the Office of Production Management last Wednesday was reported to have sent to the White House a request that President Roosevelt call for legislation establishing universal daylight saving time on a year-round basis during the defense emergency. The OPM request followed completion of a year-long survey by the Federal Power Commission, which recommended daylight saving time in several regions of the country.

Although no definite statement was available from OPM or the White House, or from the Federal Power Commission covering its report, it was indicated that OPM favored going beyond FPC recommendations and establishing a universal DST system, in the interest of eliminating confusion that would result from observance of DST in some parts of the country and standard time in other regions.

It has been felt for some time that when and if OPM came out for DST, it would recommend year-round operation during the emergency, rather than observance only during six or seven months a year. This has become increasingly evident, with the current DST season already well-advanced and promising to be almost over by the time the necessary legislation is approved by Congress.

The Power Commission survey is understood to recommend that clocks be advanced only in certain areas—in the Southeast, for instance—with the President given the power to extend DST areas when necessary. The study is reported to indicate that "fast time" on a national basis might do more harm than good at present—power might be saved in some areas to no purpose, and the resulting loss in revenue might jeopardize outstanding utility bonds, particularly those of municipal plants.

Follows Ickes Approval

The OPM recommendation, which resembles the previously expressed sympathies of Secretary of Interior Ickes, one of the leading DST prponents, calls for a one-hour time advance on a national scale, to be established by legislation rather than executive order.

It was indicated that Congressional action was believed to have a better psychological effect. Both the OPM and Secretary Ickes oppose the regional idea on grounds that a confusing situation would result, particularly regarding railroad schedules, market hours and the like.

From the standpoint of radio, enforcement of DST on a regional basis would do little or nothing to relieve the haphazard situation now maintaining, with "fast time" observed in some areas and standard time in others. Programming difficulties would result, as they do today, and the situation might be aggravated since DST areas probably would become even larger than they now are.

According to an NAB survey, completed in mid-May for which 485 stations answered questionnaires, few broadcasters favor the present part-way observance of DST [BROADCASTING, May 12]. Most of the surveyed stations preferred a universal system of either DST or standard time, with the bulk speaking in favor of national daylight saving time.

At present four bills to establish daylight saving time on a nationwide basis are pending in the House,—all patterned after the DST statute of World War I days—introduced by Reps. McLean (R-N. J.), Keogh (D-N.Y.), Rogers (R-Mass.) and Flannery (D-Pa.). None of these provides a year-round system. No action has been taken on any of these proposals by the House Committee on Interstate & Foreign Commerce, pending some sort of stimulation from the Administration. It is believed, however, that if President Roosevelt carries through on the OPM request and recommends action by Congress, the necessary legislation will go through in short order.

NBC Defers Plan To Buy KOA, KGO

Monopoly Rules Cause Delay In Million Dollar Deal

A PLAN for acquisition of KOA, Denver, and KGO, San Francisco, by NBC from General Electric Co., for a figure in the neighborhood of $1,000,000, has been temporarily dropped because of the network monopoly regulations adopted by the FCC majority, it was learned authoritatively last week.

The stations, both now licensed to NBC under leaseholds but owned by GE, have been designated for hearing on license renewals by the FCC as part of its crusade against management contracts and leases, which it views as tantamount to transfers of license in violation of Section 310 of the Communications Act. The hearings have been set for July 21.

Channel Broken

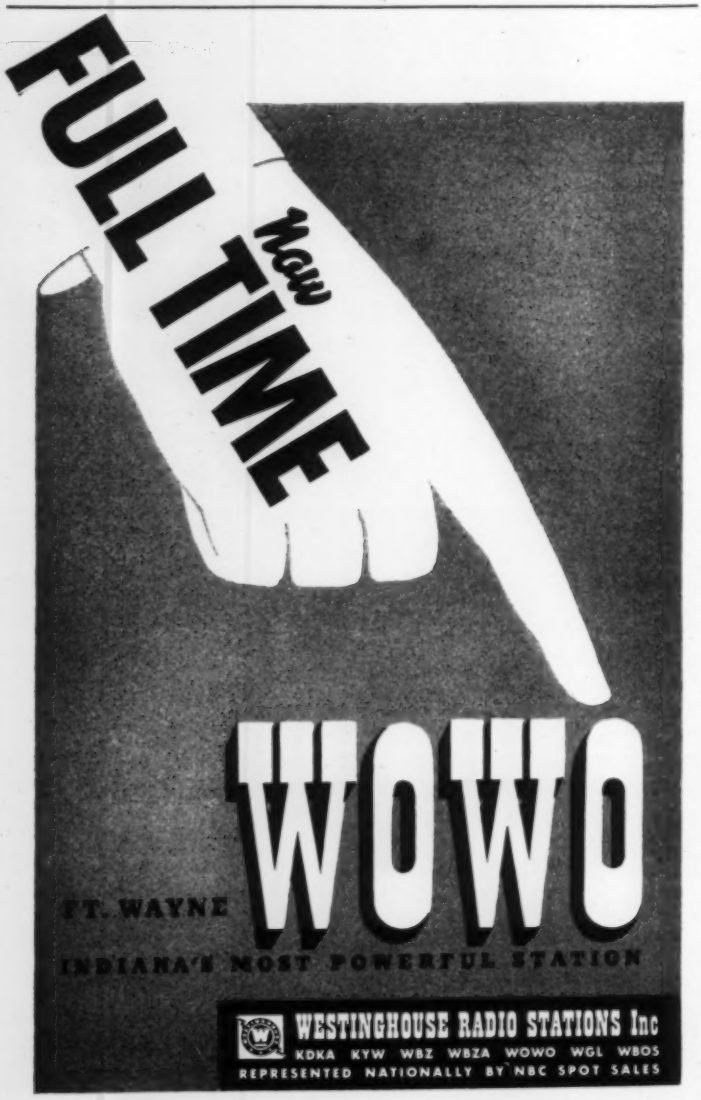
KOA has operated with 50,000 watts on 850 kc. as a Class I-A station, but the FCC recently authorized WHDH, Boston, to operate fulltime with 5,000 watts on the frequency, resulting in a breakdown of the channel. This matter now is in litigation since an appeal has been taken by NBC to the U. S. Court of Appeals for the District of Columbia. A petition for a stay order, to prevent WHDH from operating on fulltime until court action on the appeal, also is awaiting court ruling.

KGO, operating on 810 kc. as a Class II station, uses 7,500 watts but is authorized to operate as a I-B station with 10,000 watts. It is understood negotiations were begun several months ago for acquisition of the two stations by NBC, and price dickering on the over-all price has ranged between $850,000 and something more than $1,000,000, sought by GE.

With the issuance May 2 of the chain-monopoly regulations, which would ban network ownership of more than one station in cities other than New York, Chicago and Los Angeles or San Francisco, the conversations became stalemated. Whether they will be reopened, it is presumed, depends upon the final disposition of the FCC's regulations.

WHBF Power Boost

WHBF, Rock Island, Ill., is slated to begin its new 5,000-watt operation with a series of programs June 30 and July 1. Owned and operated by the *Rock Island Argus*, WHBF is a basic outlet of MBS and is represented nationally by Howard H. Wilson Co.



VERSATILE VIC HANSON, former head football coach of Syracuse U and now a member of the sales staff of WAGE, Syracuse, has assumed the additional duty of head of the Atlantic Baseball School in Central New York. WAGE has granted him a two-month leave of absence to teach baseball to youngsters in Syracuse and nearby Rome, Watertown and Oneida. He will return to his sales duties at WAGE in the fall.

Heard the Bout

AN INCREASE of almost 300% above the usual weekday gate resulted June 18 when the owners of the Minneapolis Kels baseball club, despite a rather skeptical attitude, allowed WLOL, the local MBS station, to wire the park to bring returns of the Louis-Conn heavyweight fray prior to the scheduled night game. A few WLOL spot announcements on the added attraction at the ball game resulted in the 7,812 attendance.

Extensive Aid Is Given USO by Radio Groups

RADIO portion of the advertising campaign now in process for the United Service Organization includes time on more than 685 stations throughout the country, the USO reports, with nearly all the network programs carrying a mention of the group and some writing the campaign into their plots. Stars of stage, radio and screen are participating in national and local programs, and one-minute dramatized appeals for funds are heard daily between commercial programs.

Neville Miller, president of the NAB, is chairman of the USO national radio committee, which includes the presidents of the three major networks, and heads of local stations and regional groups. Chairman of the radio advertising section is Joseph R. Busk, vice-president of Ruthrauff & Ryan.

Fly Indicates He Advocates Duplication For Clear Channel Stations on Coasts

CLEAR-CUT indication that FCC Chairman James Lawrence Fly favors duplication of clear channels now utilized by stations on the coasts and borders or else would espouses their relocation in the interior of the country was given by the Commissioner in a separate opinion concurring in the majority action of the FCC, formalizing the breakdown of the 850 kc. clear channel occupied by KOA, Denver.

Along with the text of the FCC decision and order denying the KOA petition for a stay [BROADCASTING, June 16], released recently, the chairman issued a specially concurring opinion setting forth his clear-channel views. He had voted with Commissioners Thompson and Walker to deny the NBC petition, whereby the decision granting WHDH, Boston, fulltime on the 850 kc. channel with 5,000 watts would have been stayed pending final determination of an appeal in the case taken to the U. S. Court of Appeals for the District of Columbia.

He pointed out that the Commission previously had decided the case and that he had not participated, and he did not want to be understood to be expressing an opinion on the merits of that decision by his separate opinion on a "procedural matter".

Great waste, the chairman said, results from the fact that clear-channel-clear stations "whose raison d'etre [reason for existence] is to serve over great distances and in vast rural areas of the country" have to a great extent been concentrated along the coasts and borders of the country. He said the power "is impacted" into the lucrative markets of large metropolitan areas which are already fully served, if, in fact, not overserved, while a great portion of the signal strength of the clear-channel station is wasted upon the sea.

"Thus, while listeners in New York, Chicago and Los Angeles, may tune in on a dozen stations, there are vast rural regions in upper New England, in some areas of the South, and in the great trans-Mississippi area where the listening public has difficulty in receiving programs of even one station. The need for a studious, careful appraisal of this vital problem is apparent. If the clear-channel wavelengths are to be further exploited, the plans for that exploitation ought to be made in the light of these dominant factors and as a result of a full study."

FOUND THE WATER

Well-Witcher's Art Used at New CBY Transmitter

CBY, Toronto, on July 1 begins operation of its new 1,000-watt Northern Electric transmitter from its new location outside Toronto. In charge of the transmitter is Arthur W. Holmes, engineer with the CBC Overseas Unit in Great Britain since December 1939. He is assisted by J. A. Spalding and H. S. Tyson, who has been ferrying planes to Britain.

In the erection of the station building, the ancient art of well-witching was used. While H. M. O'Neill, engineer in charge of construction, was skeptical, he allowed a well-witcher armed with a forked apple wood twig to locate water. The well was dug exactly on the spot where the well-witcher had instructed and had stated that water would be found at 80 feet. At 90 feet there was an overflowing well, which now comes up into the basement of the transmitter house.

WIBC on Fulltime

HAVING switched to fulltime operation with 5,000 watts on 1070 kc. on June 18, WIBC, Indianapolis, is now operating on a 19-hour schedule daily, 5 a.m. to midnight, according to C. A. McLaughlin, vice-president and general manager. WIBC had previously operated daytime only with 1,000 watts. A new RCA transmitter at New Augusta, Ind., and new studios in the Indianapolis Athletic Club represent an outlay of $100,000. Gov. Schricker of Indiana proclaimed June 29 as "WIBC Day" for the State, and the dedication ceremony that day was to be featured by a salute from Mutual Network.

A FULLTIME regional in Paducah, Ky., is asked in the application to the FCC of Paducah Newspapers Inc., publisher of the *Paducah Sun-Democrat*, for a 1,000-watt outlet on 930 kc.

ODDS (Ky.)
IS
A
100-TO-1
SHOT!

What we mean is—it's 100 to 1 you'll get durn little business from such minuscule villages as Odds, Ogle and Oscar (Ky.)! If you want a run for your radio money, your one best bet in Old Kaintuck is the big, big Louisville Trading Area—where 1,288,000 free-spending souls have 25% *more* effective buying income than the rest of Kentucky *combined!* . . . To cover this market you need *only* WAVE—and WAVE can be had for far, far less than you probably think! Look us up, and see if we ain't right!

LOUISVILLE'S
WAVE

5000 Watts
970 K. C. . N. B. C. Basic Red
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Purely PROGRAMS

SHIFTING its origination point from week to week, the *SPEBSQSA* program will be started July 3 on CBS Thursdays, 8:30 p.m. The name represents initials for "The Society for the Preservation & Encouragement of Barber Shop Quartette Singing in America," whose membership includes celebrities. Charles Vanda, CBS Pacific Coast program director, will handle the production.

* * *

Early Morning Listener Quiz

LISTENERS' questions pertaining to driving, traffic and on general subjects are answered during an early morning quiz show, a feature of *The Breakfast Roundtable* on KGO, San Francisco, at 7:15 a.m. six days a week. Listeners keep their own score and the announcer suggests the loser treat the others to prizes.

* * *

Salute to Defense Worker

DEFENSE WORKER who has done the outstanding job of the week is saluted on *Proudly We Hail*, new program designed to inspire workers in the defense industry, on WABC, New York. Leading entertainers and commentators contribute their services to the program on a voluntary basis.

* * *

Week-End Vacations

WHAT'S GOING ON in Northern California over the weekends—information on county fairs, expositions, rodeos, athletic activities, organization picnics and outings—makes up the new KYA, San Francisco, program *Amusement Page of the Air*, Fridays and Saturdays.

Behind-the-Camp Scenes

DESIGNED to show what goes on in Army camps aside from military training, *Tempo of the Times*, on WOWO, Fort Wayne, features speakers familiar with different phases of camp routine, such as the dietitian, the person in charge of recreation facilities, etc. It aims to acquaint people with national defense efforts, to encourage young people to enlist in the army and to arouse those not eligible for actual training to enlist in home defense activities.

* * *

All the Sports

ENTIRE sports staff of WBBM, Chicago, is participating in a new weekly, quarter-hour, Saturday program, *The Sportsman's Show*. Also, visiting celebrities will be interviewed. Jim Crusinberry, veteran sports editor of WBBM, has charge of the series, with Pat Fanagan, John Harrington, Val Sherman, and other sportscasters behind the mike.

* * *

Jobs for Graduates

TO DIRECT young graduates from high school or college who are looking for positions to the proper channels, WEEI, Boston, is sponsoring a series of *Job Hunter* programs. Expert advice is given by a personnel expert.

Service News

GEARED strictly to the khaki-clad ranks is the new weekly half-hour program, *Calling All Camps*, launched June 20 on KFI, Los Angeles, produced by Glen Heisch with m.c. duties handled by Johnny Murray, Series features news of Southern California armed service centers. In addition, draftees compete for cash prizes offered for the best letter home, the hard-luck-guy tale of the week, winning last lines to limericks, and similar contests. Feminine interest is supplied by Nancy Baker, billed as "The Girl Friend."

* * *

Newcomers to Capital

RECENTLY ARRIVED residents are interviewed, and given some interesting highlights concerning Washington, and arrangements made to meet people from their own State on *Newcomers Club*. The program, aired on WWDC, aids in the orientation of thousands of new workers coming to the nation's capital during the emergency.

* * *

Fun From Fort

FROM entertainment centers at Fort Bliss comes a weekly amateur hour on KROD, El Paso, sponsored by Feder Jewelry Co. Cash prizes are given, with Gruen watches for first and second finalists.

CLEARING HOUSE for shut-ins is a program on WWL, New Orleans, in which handicapped persons tell how they succeeded despite physical obstacles. Program is entitled *Shut-In Shelter*, and participants are awarded 6½ x 9-inch certificates, as indicated by the above miniature.

* * *

Transcribed Quiz

TRANSCRIBED QUIZ is a new twist to the old game, on WFBL, Syracuse. Each week the station sends its mobile transcription unit into two towns, where a group of representative citizens face the mike and answer the questions. The program, known as *Caravan Quiz*, is transcribed, with the same questions repeated in the two towns. The judges listen to the transcription in WFBL's studios and make their decisions. The recordings are broadcast over the station and the judges' decision is made public.

* * *

For the Cause

BREEZY items about wartime charity workers are featured on a new Sunday evening program *Everybody's Doing It* on CFRB, Toronto, for Tisdall's Jewelry Store, Toronto. An "Award of Merit" in the form of a rosebowl is given weekly to the person or group whose contribution to wartime charities is considered outstanding. First award went to a bread company driver who in his spare time collected salvage and turned the proceeds, some $1,500, to the British War Victim's Fund.

* * *

Lucky Tinkle

GIFTS from sponsors, ranging from musical flutes to scalp massages, are given to club members whose names are read in rapid succession during a designated period of less than one minute on *For Whom the Bells Tinkle*, a feature of Millicent Polley's *Listen Ladies* heard daily on WHBF, Rock Island-Moline-Davenport. The tinkle of a bell ends the time and catches the name of the winner.

* * *

Behind the Hits

THE STORY behind one song hit and the song itself are featured on a daily five-minute series on WKBN, Youngstown, O. Titled *Today's Hit* the program gives a dramatic sketch of the background of some of the present hits such as "My Sister and I", which reflects the trend of world events.

* * *

Job Hunter's Wardrobe

HOW to dress and how to act when you're looking for a job is offered listeners on the *Advice to the Joblorn* Saturday series conducted on WBNX, New York, by Josephine Nessler, author.

DON LEE BROADCASTING SYSTEM, Hollywood, has added a new custom-built truck to its equipment. Built by Walter Carruthers, KHJ engineer.

NOW
In the Tennessee Valley
at 5000 watts

WAPO Offers More!

MORE COVERAGE: Power boost July 15 from 250 watts to 5,000 watts day, 1,000 watts night multiplies primary area!

MORE CUSTOMERS: With Camp Forrest's 70,000 soldiers now in its primary area, WAPO reaches over one half million prospective buyers.

MORE PAYROLLS: Chattanooga just chosen site for 38 million dollar power plant employing 18,000.

MORE LISTENERS: Now scheduling more NBC Red and Blue shows than ever before.

Present rates in effect until
August 1, 1941

National Representatives
HEADLEY-REED CO.
New York • Chicago • Detroit • Atlanta

WAPO
Chattanooga's Friendly Station
1150 Kilocycles NBC Red and Blue

Merchandising & Promotion

Shipment of Air—Shipment of Ears—Missouri Space—Wayne in Marble—24 Hours

UNIQUE among many an unusual piece of promotion sent out by broadcasters is the can of "Air Sparagus" distributed to agencies and clients last week by WWNC, Asheville, N. C. Enclosed in a 4½-inch can bearing a label for all the world like a can of vegetables on a grocer's shelf is "A Product of Western North Carolina" — Air! The rear of the can, under "Contents," tells that this is "a run-of-mountain sample of our top, cool, high air — the extra million-Air—so called because yearly an extra million visitors come to sniff our air and see our scenery. This super-choice ozone is thoroughly permeated around Western North Carolina by that Colossus of the Clouds, that original wavelength waver, that veritable mountain mover—WWNC." Harman I. Moseley, WWNC promotion chief, who originated and executed the idea, says the Postoffice Department declares this is the first time the postal facilities have been called upon to transport air, and Dale Harrison, the columnist, devoted part of one of his syndicated columns to "Air-Sparagus."

* * *

Brooklyn Deal

A MUTUAL PROMOTION DEAL to give better and more thorough news service to Long Island residents has been worked out by WWRL, Woodside, N. Y., and the *Brooklyn Eagle*. A Sunday program of local news and interviews is conducted by Norman Palmer, Long Island editor of the *Eagle*, together with announcements during the week. In return WWRL receives a complete and special daily program listing as well as news items and feature stories.

* * *

Radio Stars

DESCRIPTIONS of three radio stars from the standpoint of their personality, product and the type of show or story in which they are featured, constitute a new prize program, *Name the Stars*, on WNAX, Yankton-Sioux City. Earliest correct postmarked list receives a dollar.

* * *

KTSM Ears

WITH THE SLOGAN "we can spare you these because we have all the rest in El Paso", KTSM, that city, has sent out a pair of large buffoon ears as promotion pieces. They were sent through the regular mails with a wired tag attached, giving the name and address of the recipient.

* * *

Titles for Girls

SEEKING an appropriate name for the group of young ladies who volunteer for dancing and hostess assignments in the Army training camps, WOAI, San Antonio, is cooperating with the National Defense Hostess Corps in promoting a contest for a title.

Tours and Ads

ADVERTISEMENTS in 82 newspapers in the St. Louis area have been placed by KXOK to run for one year. Supplementing this campaign two salutes are being broadcast weekly to different communities in the vicinity. Members of the KXOK staff will make a personal tour of the area.

* * *

Wayne King Statuettes

STATUETTES of Wayne King in simulated marble by the world renowned sculptor, Julio Kilenyi, are being offered to listeners on the Armour & Co. (Luxor products), CBS show. The miniatures are between three and four inches high and fashioned in Carrara marble.

New York Trade

MARKET AREA of WMCA, New York, based on surveys of its day and nighttime signal made by the Washington Institute of Technology, is being distributed in brochure form as compiled by WMCA's promotion dept. Included are 27 countries in four States. Annual retail sales in the WMCA area under ten classifications are listed.

* * *

P. S.: 24 a Day

ALL OUTGOING mail from WOR, New York, during the next several weeks will help promote the new all-night program by carrying a special P. S.: "WOR is now on the air 24 hours a day."

BROCHURES

TO THE "36 million women listeners in America", NBC has dedicated its 16-page folder "The Colonel's Lady an' Judy O'Grady". The booklet describes all types of programs offered by NBC "for the woman wearing checked gingham in the lowest income bracket to the woman in silk on Park Avenue", as expressed by Margaret Cuthbert, director of NBC's women's activities division, in the introduction to the booklet.

WWJ, Detroit—Booklet with glazed cover containing pictorial review of personnel and facilities as well as coverage, market data and list of spot advertisers.

WTAM, Cleveland—Eight-page yellow folder "Sell the Housewife and You Sell All!" promoting Jane Weaver's five times weekly *Woman's Club of the Air*.

WDOD, Chattanooga—Folder, giving new census figures on population, radio homes and listeners in metropolitan Chattanooga.

Won't be long now...

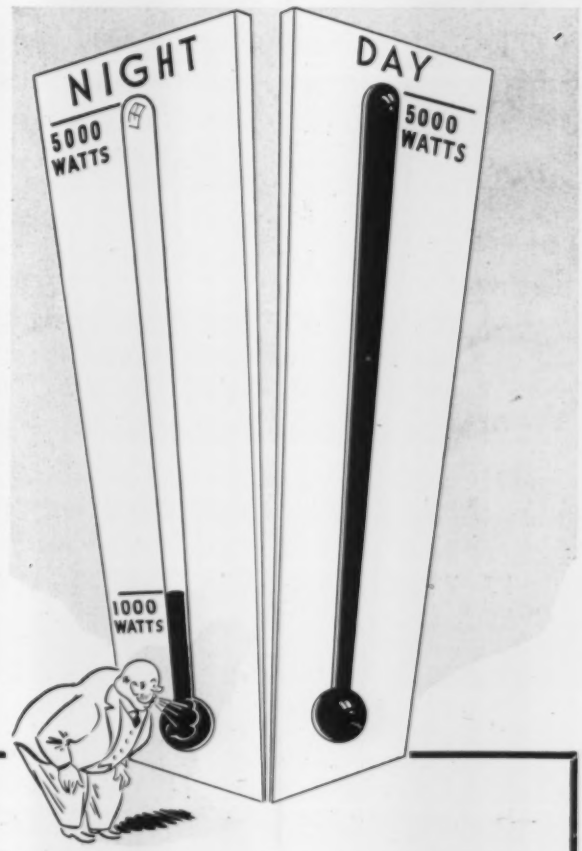
before

KFYR goes

5000 watts day and night

•

Just another step in our continued efforts to serve our clients better.



More than ever

The regional station with the clear channel coverage

NBC Affiliate

KFYR

550 Kilocycles

Meyer Broadcasting Company

Bismarck, N. Dakota

Ask any John Blair man

Cisler Condemns Free Circus Time

Blames 'Weak-Willed' Stations For Chiseling Practice

PLEDGING the NAB to a follow-through fight against "time grab" campaigns of circuses and other entertainment enterprises, Frank E. Pellegrin, director of the NAB department of broadcast advertising, last Friday released copies of an exchange of correspondence with Ringling Bros., Barnum & Bailey Circus. In the exchange, S. A. Cisler, general manager of WGRC, Louisville, told the circus management flatly that he wanted cash, and not free tickets, in payment for broadcast time for circus programs and announcements.

The NAB early in May appealed for a united industry front as the only effective means of dealing with the problem [BROADCASTING, May 5]. Endorsing the NAB appeal, Mr. Cisler, in his June 18 letter to Beverly Kelley, head of the circus radio department, declared that fault in the time-chiseling situation lies with "weak-willed" stations that give away their stock in trade, broadcast time, while the circus spends hundreds of thousands of dollars a year for newspaper advertising.

Not a Public Service

"I can't blame you for asking free time if stations want to give it," Mr. Cisler commented in the letter. "That is good business for you and poor business for those weak-willed stations who give away the only merchandise they have to sell. The fault certainly lies with those giveaway stations. Your circus is a business enterprise, operated not as a public service but to make money. If you use radio to attract customers, you should pay for the time, even though you are providing your own talent as a means of making that time productive and interesting.

"I fear for the fate of radio if the sponsors of Jack Benny, Bing Crosby, Major Bowes, Kate Smith, etc., had the same idea as your circus, i.e. 'we do not feel we should provide talent and pay for the time, too'. They pay for talent and time and the combination is paying a profit.

"So far as the circus not having anything to offer newspapers comparable to the platter or live talent programs you want to give free to radio stations—brother, let me have some of that cash money you pay to the newspapers and you can have all your wonderful platters and interviews. Let me ask one question which I hope you will answer: 'Would the circus buy radio time if it could not get it free?' We will buy our tickets to your circus and your circus must buy its way to our audience."

Expaining his side of the argument, Mr. Kelley commented in a June 14 letter to Mr. Cisler:

"The way we operate the circus radio department is premised on a strict talent-for-time basis, and is the result of invitations from most of the stations to provide something of interest through which they can tie in with the show as a special event in the community. We do not feel that we should provide talent and pay for the time, too, any more than a visiting stage attraction should be asked to make one of its stars available for a radio interview gratis and then be asked to pay for the time.

"The circus does not have anything to offer newspapers comparable to the kind of platter or live talent programs we provide for radio stations. It seems to me that if our present policy were unfair or unsatisfactory, we would be unwelcome in most stations instead of receiving a complaint only on very rare occasions."

IS THIS A MAJOR MARKET?

Buyers of advertising measure a market's value by two basic factors — "*how many people? . . . how much do they spend?*" Here are the answers for the WLAW market:

***PEOPLE—2,946,855 in the primary and secondary listening areas.**

***THEY SPEND — $1,024,196,000 annually.**

** U. S. Census*

Compare these figures with other *major* markets.

WLAW

LAWRENCE, MASS.

5000 WATTS 680 K. C.

Columbia Affiliate

National Representatives

THE KATZ AGENCY, INC.

SPOTS MOVED THE APPLES

Washington State Problem in May Solved by Intensive Advertising Drive in Campaign

AN INTENSIVE advertising campaign, spearhead of which was a three-a-day schedule of spot announcements on 25 stations, turned what might have been a discouraging apple deal for Washington State growers into a whirlwind selling wind-up, official figures for apple movement reveal.

According to J. Walter Thompson Co., handling the campaign, apple growers and shippers of Washington shipped 2,329 carloads of apples to out-of-state markets during May. Under continued impetus of the advertising drive, the agency says that sales during the first week of June totaled 334 cars or 42.5% of the June 1 storage holdings.

Radio in 15 Cities

The radio campaign covered 15 cities, whose estimated listening audience includes approximately one-half the families of the country. The spot announcements emphasized the health and flavor qualities of Washington apples and were supplemented by newspapers and direct telegrams to leading trade factors.

"Statistically, the May results show a dramatic change in the apple outlook for the Northwestern growers," the agency says. "The volume of 2,329 cars tops May, 1938, previous record May of the past decade by 722 cars, and is an increase of 69.5% over shipments during May a year ago. It is also a gain of 61%, or 882 carloads over the average May shipments for the past five years. Sales during May reversed the usual season-end month by month decline in sales volume as May topped April by 12.2% or 253 cars.

"May had opened with Washington State storage holdings of 3,114 cars, close to a record supply for this late in the season. This heavy inventory situation was brought about by the loss of leading export markets—European and Scandinavian countries that normally absorbed from 20 to 25 per cent of Washington's annual 28,000-car apple crop.

"However, the excellent condition of the Washington-grown winesap apples as compared with supplies of eastern and midwestern late variety apples, coupled with the intensive advertising promotion in which Washington growers invested approximately $1,000 per shipping day during the month stimulated apple consumption to such an extent that the new late season record was set, and the industry is left with a scant 351 cars unsold as of the end of the first week in June. Each car is figured at 756 boxes.

"Washington State apple advertising is conducted on a season-long basis by the Washington State Apple Commission operating under a State law which levys an assessment of 1 cent per box on all commercial apples grown in the State. The Commission is made up of 11 members all of whom are actively engaged in growing and shipping apples."

Third Gillette Fight

THIRD in the series of exclusive MBS fight broadcasts sponsored by Gillette Safety Razor Co., Boston, has been set for Aug. 14 between heavyweights Abe Simon and Buddy Baer at New York's Polo Grounds. Don Dunphy and Bill Corum will again handle the blow-by-blow description. Agency is Maxon Inc., New York.

GRANDPA Harold E. Fellows (right) gets a three-cornered greeting, in fact a clothesline full of greetings, as he enters his office at WEEI, Boston, just after becoming a grandfather. Manager Fellows proceeded to show his son-in-law, Walton W. Blunt Jr., how to make ends meet.

City College Operating Music Logging Service For New York Stations

A NEW DAILY logging service, reporting on the musical compositions broadcast on major New York stations, is being established by John G. Peatman, director of the office of research, Department of Psychology, College of the City of New York. BMI is underwriting the cost. The service replaces that of Accurate Reporting Service.

Several weeks ago ARS, at the instigation of the ASCAP publishers, dropped WEAF, WJZ and WABC, NBC and CBS key stations, from its list and added WOR, MBS key, which had not previously been checked [BROADCASTING, May 26]. Move followed the conclusion of the MBS-ASCAP contract and the return of ASCAP music to the network and to WOR.

The new logging service will give a full report of all programs broadcast on WEAF, WJZ and WABC between 8 a.m. and 5 p.m. and on all programs broadcast on these three stations, plus WOR, WMCA, WHN, WOV, and WNEW, between 5 p.m. and 1 a.m.

It is understood, BMI states, "that the Department of Psychology of CCNY will have full control of the operations of the project, including the hiring of all employes and that BMI shall in no way be responsible. The Department expressly agrees that it shall act independently and not as an agent or representative of BMI."

Overtime Payments

TWENTY-THREE United States radio stations paid overtime restitution aggregating $10,249.65 to their employes during the period from Oct. 24, 1938, when the Fair Labor Standards Act went into operation, to March 27, 1941, according to figures compiled for BROADCASTING by the Wage & Hour Division of the Labor Department. Payments, which ran from a top of $4,540.29 to a low of $21.60 among the stations cited, and averaged $445.64 for the 23 stations, were ordered by the Wage & Hour Division in cases where it was shown employes had worked overtime without pay, in violation of the Wage-Hour Act.

Two Georgia Peaches

100% Equipped With Gates Studio and Transmitting Equipment

WLAG *LaGrange, Georgia*

Starting off on the right foot—with complete GATES equipment. Above photos show the 250-A Transmitter and 30 Series Speech Console now in operation at WLAG.

WRLC *Toccoa, Georgia*

One GATES installation deserves another! Starting on the air the same day, at the same hour, both of these stations use identical equipment. Control room and reception room shown.

GATES IS FIRST CHOICE OF BOTH NEW STATIONS

When you make a Gates installation you are getting the utmost in performance and efficiency, without costly maintenance for repairs and replacements. Year after year, Gates meets the test of time with continued, efficient performance, proving that your profits go UP when the lower cost of Gates equipment is possible without sacrificing quality and performance.

The Gates 250-A Transmitter affords unusually high efficiency of 73% or better, while the maximum operating load is less than 2/3 the power supply rating. The "250-A" is the only transmitter available complete with peak limiting amplifier, spare tubes, extra cabinet and antenna tuning unit without extra charge!

The new Gates 30 Series Speech Input Console is of entirely new design with more features than in any other console. It is available in three smart color selections to match any studio setting.

Judge for yourself the extra features that mean substantially greater values. You owe it to the profit side of your ledger to investigate now.

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GATES
QUINCY, ILLINOIS, U.S.A.

AMERICAN CORPORATION

FREE! The complete loose-leaf Gates catalog of radio broadcasting equipment describing transmitters, speech equipment, remote apparatus, antenna tuning equipment, directional phasing equipment, limiting amplifiers and everything for the commercial broadcasting station. This complete catalog is yours for the asking, upon written request on your letterhead.

WCKY's PUBLIC SERV

Playing State and County Fai.
More than One Million Peop
wonder at its Magnificence

RICE STUDIO PLANE

the only one
of its kind
in the world!

L. B. Wilson

WCKY • CBS

CINCINNATI

FIFTY GRAND IN POWER

ais . . .

ope

e

XUM

WCAO

The Voice of Baltimore since 1922

★

Columbia Basic since 1927

★

Broadcasting on 600 kc.

In the rich, productive Baltimore area WCAO consistently reaches and influences the cream of your sales potentials.

ASCAP

(*Continued from page 11*)

announced the acquisition of broadcasting and television rights in the music of new publishing companies, which are now available to all BMI subscribers.

The companies are: American Melodies, Block Publishing Co. (headed by Martin Block, conductor of *Make Believe Ballroom* on WNEW, New York), Eugene Casivant, Fine Songs, Freeman Music Co., Graham Music Co., Greater New York Music Corp., Reid & Singer Music Publishing Co., Sheppard Music Corp., Stark Music Printing Co., Urban Publications, Worldwide Music Publisher. The Block catalog includes his newest song, "I Guess I'll Have to Dream the Rest."

Suit in Preparation

Proposed suit of ASCAP against the broadcasting industry [BROADCASTING, June 16, 23] is still in the process of preparation, it is reported. BMI's suit against ASCAP to determine whether composer or publisher owns the performing rights in popular music, which is expected to come to trial early in the fall, will release more than 10,000 familiar songs for radio performance if BMI and E. B. Marks, co-plaintiff, are victorious, BMI reports. Among these are: "Parade of the Wooden Soliders", "Glow Worm", "The Bird on Nellie's Hat", "In the Good Old Summer Time", "My Gal Sal", "I Wonder Who's Kissing Her Now" and "Jumpin Jive".

Irving Caesar, president of Songwriters Protective Assn., had denied reports published elsewhere that his organization has decided to intervene in the BMI suit against ASCAP. He said the case is being carefully studied and that SPA will take whatever steps are necessary to protect the rights of its members, but that no decision for participation has been made. Mr. Caesar is also a board member of ASCAP, which has heretofore avoided any court action to settle the performing rights issue, since both publishers and writers are ASCAP members.

Union Oil News

UNION OIL Co., Los Angeles, on July 7 starts a five-weekly quarter-hour program, *Nelson Giles Pringle*, news analyst, on 3 CBS California stations (KNX KSFO KARM), Monday through Friday, 7:45-8 a.m. (PST). Contract is for 52 weeks, placed through Lord & Thomas, that city. Union Oil sponsors the half-hour dramatic serial, *Point Sublime*, on 15 NBC-Pacific Red stations, Monday, 8:30-9 p.m. (PST).

BACK FROM LATIN AMERICA, John Strohm (center) was welcomed by Burridge D. Butler (left), president of WLS, Chicago and operator of KOY, Phoenix. Strohm roamed the nations to the south in a five-month 20,000-mile air tour, reporting back to Chicago by shortwave. On hand also was Arthur Page, WLS farm program director.

Kornheiser Joins BMI

PHIL KORNHEISER, for 20 years general manager of W. Leo Feist, New York music publishing firm, has joined BMI as consultant to General Manager and Vice-President Merritt E. Tompkins. The appointment of Mr. Kornheiser is in connection with BMI's expansion to include all types of popular music.

New Bell Transmitter For FM Sold to WOR

A NEW 10-kw. FM transmitter, developed by Bell Telephone Laboratories and manufactured by Western Electric Co., will be installed at W71NY, FM station of WOR, New York, sometime this summer. Announcement of the installation was made by J. R. Poppele, chief engineer of WOR, June 23, concurrently with presentation of a paper describing the new transmitter at the Summer Convention of the Institute of Radio Engineers in Detroit.

A. A. Skene and N. C. Olmstead, radio engineers of the Bell Labs., explained some of the features built into the transmitter to reduce distortion occurring at the high frequencies utilized in FM broadcasting and difficult to avoid with previous techniques, they said. Outstanding among the new improvements they cited the grounded-plate amplifier, a circuit recently invented at Bell Labs., which permits the use of simple and efficient air-cooled amplifier tubes without the large losses and the high capacity-to-ground that has handicapped their previous use, it was explained.

W71NY, only commercial FM station now operating in New York, currently uses a 1-kw Western Electric transmitter, installed a year ago.

PAUL BLOCK, 63, president of Paul Block & Associates, newspaper representatives, and publisher of the *Pittsburgh Post-Gazette* and *Toledo Blade*, died June 22 in New York. He was also owner of WWSW, Pittsburgh, and one of his subsidiaries is an applicant for a new 1,000-watt station on 600 kc. in Toledo.

SONG GROUP ASKS PROBE BY SENATE

URGING a broader investigation of the FCC's new rules on network affiliated station relations, Daru & Winter, counsel for a group of composers and song writers, on June 21 filed a brief with the Senate Interstate Commerce Committee asking it to include in the hearings on the White Resolution "an investigation of the so-called radio music war and all related matters".

This songwriters group, made up of 14 ASCAP and non-ASCAP members, had filed suit for $1,217,500 damages in New York Supreme Court last April against the NAB, BMI, NBC, CBS and officers and directors of those companies. The plaintiffs had charged that the defendants conspired unlawfully to acquire control of the songwriting business at the time of the ASCAP-BMI fight, forcing NBC and CBS affiliated stations to buy BMI stock and play BMI music, and issuing "false and misleading statements" about ASCAP.

In addition, the Daru & Winter brief recommends that the Committee investigate: The truth of the allegations contained in the charges made by the Government in the Wisconsin suit against BMI, NAB, CBS and NBC; what public benefit resulted if any from the consent decrees taken against BMI and ASCAP, and finally, the copyright laws in their relationship to public radio performances.

Big Eastern Agency says

"Very pleased with KOA ...program has certainly done a fine job in your territory."

KOA 50,000 WATTS NBC RED NETWORK DENVER

REPRESENTED NATIONALLY BY SPOT SALES OFFICES

1340 WINX Washington's Own Station

LOW RATES—COMPLETE COVERAGE

WINX BUILDING • WASHINGTON, D. C.

Morgenthau Urges British Stock Sale

SECRETARY of the Treasury Morgenthau told his press conference last Thursday that ultimately the British should be required to sell their holdings in the United States. Mr. Morgenthau was commenting on the announcement of Federal Loan Administrator Jesse Jones, that the RFC is considering a loan to the British government secured by British investments in this country.

He added, however, that he felt the sale should be postponed until a more favorable time for putting the investments on the market. He pointed out that the securities market has been unfavorable for sellers.

Still Feels the Same

Companies affected by the Treasury edict would include Brown & Williamson Tobacco Co., heavy user of radio time, and possibly Shell Oil Co., Lever Bros. Co. and its subsidiary, Thomas J. Lipton Inc. Mr. Morgenthau had told the Senate Finance committee early this year that Lever Bros. would definitely come under this classification. But British Purchasing Commission officials told BROADCASTING Mr. Morgenthau was talking "through his hat".

Later it was learned informally that, after consideration, it had been determined that Lever Bros. in the United States was actually controlled by Dutch interests and therefore not subject to the sale order.

Mr. Morgenthau told the press Thursday that he felt as he did in January, when he testified on the Lend-Lease bill, that, in his opinion, the British should sell their American holdings in order to obtain dollar exchange to pay for their war-goods commitments—which at that time he estimated at $1,300,000,000.

The FCC has already made a $40,000,000 loan to Brown & Williamson [BROADCASTING April 21] to forestall a "forced sale". Under the present plan, Britain would post as direct security investments held in the United States and part of the British holdings of marketable American stocks and bonds.

AFRA Impasse

(Continued from page 14)

also contained a 10-day cancellation clause. Since AFRA is giving the agencies a 10-day notice of the strike, it feels that it is not bound to abide by the no-strike clause as it affects advertising agencies.

AFRA is forced to go to the agencies, it was explained, since MBS, with its unique organizational setup, felt itself unable to sign network contracts with AFRA, although such contracts were signed by NBC and CBS. WOR, New York, and other MBS key stations signed station contracts with AFRA, however.

MBS contract for commercial programs contains a clause exempting the network from liability to the client, except for prorata time rebate, when any station cannot be delivered because of mechanical trouble, labor disputes, or other causes beyond the control of the network. Therefore, the chief difficulty faced by MBS would appear to be the restrictions of its contract with WKRC, which is a stockholder station of the network.

Taft's Statement

WKRC General Manager Taft declared early last week, before the Chicago meeting:

"We have spent many hours negotiating with various representatives of AFRA during the past 15 months. We have sincerely attempted to work out an agreement which would be mutually satisfactory to us, to the union, and to all of our microphone employes. We have offered concession after concession, yet AFRA has refused to consider anything short of their full unreasonable demands. It has appeared that the AFRA mind recently has been closed to any thought of mediated compromise.

"We regret the recent strike action, particularly because it was taken against the obvious desire of a majority of our regular staff employes. The strike was obviously fomented by the national organization in league with local spot actors and others who had nothing to lose by such action."

Vanderwarker Promoted

GORDON G. VANDERWARKER, of the NBC-Red sales service department, has been appointed assistant to George H. Frey, NBC-Red general sales service manager. An NBC page boy in 1937, Mr. Vanderwarker became a guide and later joined the statistical division. In 1939, he joined sales service. In his new position, he will service all Procter & Gamble Co. accounts.

AMENDMENT of rules governing STL (studio-transmitter link) Broadcast Stations effective immediately was announced by the FCC June 17. Hereafter the abbreviation ST (studio-transmitter) will replace the old STL designation. STL stations operate only between studios and transmitter using a maximum power of 50 watts and employing FM emission.

CHNS

HALIFAX, NOVA SCOTIA

ONE OF THE FINEST EQUIPPED RADIO STATIONS OF CANADA

U. S. Representatives:
JOS. WEED & CO.
350 Madison Ave.
New York

WSYR

5000 WATTS (AUTHORIZED)

DAY AND NIGHT

WSYR, now serving a primary of 1,000,000 persons, will shortly increase power to 5000 watts. Broadcasting on the favorable frequency of 570 KC, this familiar voice, 18 years on the air, will deliver a more powerful signal to an enlarged audience in the populous center of New York State.

WSYR SYRACUSE, N. Y.

5000 W. (AUTHORIZED)
570 K.C.
AN H. C. WILDER STATION
REPRESENTED BY RAYMER
N. B. C.

SALES THRU THE AIR

NATIONAL ADVERTISERS USE

WNBC

In America's Test City HARTFORD

5000 WATTS DAY
1000 WATTS NIGHT
NBC BASIC BLUE

BROADCASTING and Broadcast Advertising

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J. FRANK BEATTY, Managing Editor ● W. R. McANDREW, News Editor

NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Associate Editor ● MAURY LONG, Advertising Manager

CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● EDWARD CODEL

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Booby-Prize Contests

AT THIS MOMENT, nothing much seems to count in radio except the hell-in-a-hack regulatory pace set by the FCC in its monopoly regulations, now undergoing Congressional scrutiny. Yet there may be other eruptions, because trouble usually comes in bunches.

If there has been any single standout program development in recent months, it has been in the plethora of prize contests that have hit local commercials. We would hazard that just about every other new program placed locally has some give-away element.

Broadcasters will recall the FCC onslaught of early last year against the *Pot o' Gold* and certain other prize-contest programs that wound up in a Department of Justice pigeonhole. The FCC called these programs lotteries on the premise that no "skill" was entailed. But the Department did not see fit to prosecute.

Apparently because there has been no Government interference or even criticism in the last 18 months, the prize-award technique, involving spins of the wheel and the random selection of telephone numbers, has spread like wild-fire. Such programs may be legal, but we are inclined to feel that the public is getting an overdose. And lucky prize awards never did constitute good radio.

To us it seems the give-away technique is running away with itself. Advertisers want them, perhaps because they have a means of ascertaining return. But advertisers, particularly the locals, are not interested in radio as a medium, but rather in their cash registers.

If the trend continues, it appears inevitable that there will be another eruption in Washington. Legal trends change. Department of Justice attorneys who a year ago felt there was no basis for successful prosecution of prize contests as lotteries, might have a different notion today. And certainly the FCC, displaying more of a punitive temper than ever before, will not be disposed to stand by indefinitely. We have more than a hunch that the very issue is now being probed.

Before the program structure becomes seriously dislocated, and before Uncle Sam's minions are incited toward new actions, we believe broadcasters would show rare wisdom in seeking henceforth to de-emphasize the many variations of "bingo" now occupying the airwaves.

Naval Tactics

BACK IN APRIL, when the Treasury Department was planning its Defense Bond and War Savings Stamp drive, these columns carried the assurance that radio was ready to step forward and help "free and freely" with all its resources.

There can be no doubt about that now, with the defense bond drive having available one full hour of network time weekly donated by a sponsor—The Texas Co.—in addition to literally thousands of spot announcements and special programs on every station.

And while this campaign was going on the nation's radio stations were carrying—gratis, of course—hundreds of announcements urging enlistment in the armed forces, as well as special programs geared to the national defense tempo.

Secretary of the Navy Knox now announces a large advertising budget, estimated at a million dollars or more, to be used solely in small newspapers to promote Navy enlistments. There is no quarrel with that campaign—since newspapers have contributed many columns of space publicizing the Navy and its needs. But broadcasters can't help wondering why small radio stations which likewise have contributed much of their time and talent to defense should not be treated in similar fashion. After all, they, like the country newspapers, constitute the "ill-clothed, ill-fed third" when it comes to national business.

Radio will continue wholeheartedly to devote its services to the Government. But if there is money to be spent it feels entitled to equal consideration. After all, the only fundamental difference between "publication" on newsprint and on sound waves is the printing press versus the microphone.

Pulitzer Misses a Bet

NOW THAT all of the wire services without exception are eagerly serving radio on a par with the press, there seems to be less reason than ever why the Pulitzer Prizes in Journalism should not include one or more awards for achievement in the field of audible journalism.

Yet in announcing three new Pulitzer Prizes for next year—one for news photography, one for telegraphic reporting of national affairs and the other for telegraphic reporting of international affairs—the advisory board of the Graduate School of Journalism of Columbia University again ignores broadcast reporting despite the fact that radio news writing is an integral part of the better journalism school courses of today.

Further proof of radio's journalistic prowess appeared only last week when the year's biggest story broke—Germany's declaration of war on Russia. It was the American radio, thanks to the alertness of its shortwave listening posts, that brought the first news not only to the American people but to the American press. Indeed, the press more than often relies on radio for its news. How many times in recent weeks had the reports of NBC Reporter Martin Agronsky and CBS Reporter Winston Burdett from Ankara, accurately foretelling the approaching conflict, been reported by the press associations? Such quotes from the radio on the newspaper front pages have multiplied in recent years.

Radio, of course, has its own Peabody Awards and gets badges of merit in many another annual judgment of achievement, but it can hardly be blamed for wanting to be included among the famous Pulitzer grants. It is hard to understand why Joseph Pulitzer the younger, himself so deeply interested in radio and a member of the awards board, did not insist upon the recognition of radio journalism when the new prizes were being selected.

The RADIO BOOK SHELF

REVISED to conform with 1940 U. S. census figures and published for use by sales managers, advertising men and others interested in the marketing of consumer goods, the sixth edition of *Population & Its Distribution* has been issued by Harper & Bros., New York [$10] as compiled by the J. Walter Thompson Co. Containing 429 large-sized pages, the book carries a list of all incorporated places in the United States with a population over 5,000 listed in descending order in seven size groups; population figures for each State and for counties and towns therein, with occupied dwelling figures and individual income tax returns for places over 2,500; an alphabetical list of all incorporated places with a population of 500 or over.

The book also contains a series of summary tables useful in setting up sales quotas by States. These show the U. S. totals divided by States for population, occupied dwellings, income tax returns, residential phones, wired homes, radio homes, automobile registrations and major groupings of 1939 retail sales.

Detailed State maps showing counties and towns are included.

STAFFS of the Franklin Institute, Free Library of Philadelphia and the Philosophical Society's Committee have joined to select nine books out of the many published on radio which, in their opinion, are best suited for the "amateur interested in the scientific background of radio." The list: *Earth, Stars & Radio*, by Dr. Harland Stetson; *Radio Around the World*, by Haslett; *Getting Acquainted with Radio*, by Alfred Morgan; *Fundamentals of Radio*, by Prof. Frederick Terman; *Radio Physics Course*, by Ghiradi; *200 Meters & Down*, by Clinton DeSoto; *Making a Living in Radio*, by Zeh Bouck; *1941 Radio Amateurs Handbook*, by American Radio Relay League; *Radio Experimenter & Builder*.

We Pay Our Respects To —

HAROLD JAMES QUILLIAM

MOST MEN grow away from their childhood nick names as they grow up—because they become too serious about the problems of working and making a living to retain that touch of free and easy personal relations with others. But Harold James (Tubby) Quilliam, vice-president and general manager of KIRO, Seattle, is the living proof that the "human touch" can be an important factor in making a success of a personal life and a business.

The fact that this week KIRO steps up its power from 1,000 to 50,000 watts, making it the most powerful station of the Pacific Northwest, isn't going to be cause for anyone to stop calling him Tubby or Tub—for he sees in this increased power not just the added duties and responsibilities that must accompany the power increase, but the greatly enlarged opportunity to spread the friendliness and the helpfulness of "The Friendly Station."

In no small part "The Friendly Station," as KIRO has been known during most of the 5½ years of its life, is a reflection of the personality of Tubby Quilliam, for he has gathered around himself a small but loyal group of aides—not employes—who understand and are thoroughly in accord with his basic premise that "the business success of a radio station develops in direct proportion to its desire and ability to serve its audience."

Born in Spokane, Dec. 24, 1901, "Tubby" Quilliam has spent his entire life in the West. His family lived at various times in Tacoma and Portland, and came to Seattle when he was in high school. Always working at some job before or after school and during summer vacations, Tubby learned a lot about the things people do to make a living. Whether it was working as a railroad section hand in the summer, delivering paper or milk before school hours, or grinding gas on a late night shift in a service station while attending college, he was always trying to discover what interested people.

At the U of Washington, from which he was graduated in business administration in 1926, he tried to play football until the coaches had to ask him to quit. His teammates were always mistaking him for the football. He is still remembered as one of the most proficient organizers of "secret societies" and practical jokes ever to infest the campus.

During these years Tubby started capitalizing on his eagerness to know what people wanted. Realizing that Seattle was not much more than a name on the map to many agency men and advertisers in the East, he determined to see if some of them weren't interested in getting reliable information about people in Seattle and their habits.

By circularizing his Theta Chi fraternity brothers engaged in the advertising business, he quickly developed the contacts which kept him busy during his last two years in school, making market surveys for everything from breakfast foods to locomotives, including one for RCA, to determine whether the so-called radio dealer of the day, who specialized in selling parts for home-made sets, would take kindly to the idea of a completed factory built receiver.

In 1925, while attending his fraternity's national convention in Pittsburgh, Tubby had his first direct contact with broadcasting. As the delegate who had travelled farthest to the convention, he was privileged to lead the brothers in a Washington yell during a salute to the fraternity broacast over KDKA. On his return home, finding to his amazement that the KDKA broadcast had been heard locally, he was struck with the realization that radio offered a new way to talk to a lot of people all over the country at the same time.

After a short but spirited whirl at the real estate lease business after graduating, Tubby took over the promotion of a red-cedar model home in Seattle, and while investigating the possibilities of using radio as a publicity medium for the model home, he first met Birt Fisher, manager of KOMO. When he found that radio stations in 1927 didn't know a great deal about how many people had receiving sets, when and how much they listened, or to what, he undertook to make a survey for Fisher, to find the answer to those questions of his.

Upon the completion of this survey—the first comprehensive one made on radio listening in the State of Washington—he stayed on with the station, doing anything and everything there was to be done—announcing, writing continuity, running the music library, and doing some selling on the side. In 1928, he was made commercial manager of KOMO and in 1932, when the operating staffs of KOMO and KJR were consolidated, he was made commercial manager of the two stations.

In 1935 Quilliam first met Saul Haas and Louis K. Lear, who had recently purchased KPCB, a part-time record station in Seattle. Finding their ideas of public service coincided and that their plans for development of their new station would offer him a greater opportunity to expand his contact with people, he joined their newly-named KIRO as station manager.

In 1928 Tubby married Jean Arthur of Seattle. They have two children, Susan, 10, and John Arthur, 5. One of the most unique log cabins in the Puget Sound country is their summer home at Harper, across the Sound from Seattle, designed and built by himself from native red-cedar logs. He takes a distinct pride in his ability to broil steaks on his own barbecue pit for the visiting firemen who are frequent quests. Once a true devotee of Isaac Walton, he is now a good "fisherman on horseback," doing all right if allowed to ride into the fishing streams or lakes.

Personal NOTES

JOHN COWLES, a director of the Iowa Broadcasting Co. and president of the Minneapolis *Star Journal*, of the class of '21, has been elected one of six directors-at-large by the Harvard Alumni Assn.

THOMPSON (Tut) ROBERTS, formerly of WFMJ, Youngstown, has joined the sales staff of WBLK, Clarksburg, W. Va.

GENE CARR, WGAR assistant manager in charge of sales, has been named chairman of the Sales Managers' Executive Committee of the National Association of Broadcasters.

H. M. BEVILLE, NBC research manager, on June 23 was elected executive committeeman-at-large by the Market Research Council.

ARTHUR SIMON, general manager of WPEN, Philadelphia, was named captain of the radio industry division in the USO drive.

KEVIN B. SWEENEY of CBS Hollywood sales promotion department, and Marguerite Taylor, University of Southern California librarian, have revealed their marriage of March 22.

LINCOLN DELLAR, general manager of KSFO, San Francisco, has been named chairman of the Pacific Coast Radio Committee for the United Service Organizations.

WILLIAM R. DOLTHARD, formerly timebuyer of Al Paul Lefton Co., Philadelphia, on June 20 joins International Radio Sales as field representative in the Philadelphia, Baltimore, Cleveland and Pittsburgh areas.

BILL MILLER, head of the magazine division of NBC press department, has been in New York's Presbyterian Hospital for the past week for X-rays and observation.

JIM LEGATE, general manager of WHIO, Dayton, headed a music festival held in connection with the recent Dayton Centennial celebration.

WILLIAM J. HERON, formerly of WEAN, Providence, and WAJR, Morgantown, W. Va., has joined the sales staff of WCFI, Pawtucket.

LARRY LOWMAN, CBS vice-president, on June 21 married Mrs. Eleanor Barry Ryan, the ceremony taking place at Mr. Lowman's country place in Stamford, Conn. Mrs. Lowman was the second wife of Allen A. Ryan Jr., grandson of the late Thomas Fortune Ryan, from whom she was divorced in Reno last month. Mr. Lowman was divorced in a Cuban court last year from the former Cathleen Vanderbilt Cushing, whom he had married in 1932.

DON C. ROBBINS, commercial manager of KARM, Fresno, Cal., has announced his engagement to Miss Leila White.

KENNETH HODGE, of the CBS Hollywood transcription department, has been placed in charge of program service contact, with Don Sanford taking over his former post.

H. G. WELLS, general manager of WJHP, Jacksonville, has been elected a director in the Jacksonville Advertising Club.

OSCAR H. ROMAGUERA, Cuban journalist and director of foreign publicity for shortwave station WLWO, Cincinnati, has been appointed professor of Spanish of the Night Division of Xavier U, Cincinnati.

C. L. (Chet) THOMAS, general manager of KFRU, Columbia, Mo., has been elected president of the Columbia Lions Club.

ED JANSEN, account executive of KSFO, San Francisco, recently became the father of an 8½-pound daughter.

DAVID WILLIAMSON, formerly Pacific Coast promotion manager of the American Meat Institute and prior to that coast manager of Geyer, Cornell & Newell, on July 1 joins the sales staff of KSFO, San Francisco.

AL CRAPSEY, sales manager of KOA, Denver, upon completing his term as president of the Denver Ad Club, has been named honorary member of the board of directors of the Chamber of Commerce, representing the club.

JACK MALOY, program director of WLAW, Lawrence, Mass., is the father of a baby girl born recently.

John Reed

JOHN REED, assistant to the president of Larus & Bros. Co., owners of WRVA, Richmond, died June 19 after a long illness followed by a heart attack.

XUM

We have THE VERY IDEA

Custom-built radio productions
One minute or one hour—
live or transcribed

The COVERT Co.
360 N. MICHIGAN AVE., CHICAGO

"Carramba! Why did not ze advertising agency buy me a program on WFDF Fleent Meecheegan? I do not like zees spot!"

INS

Speed is the essence of a good news service. INS has unexcelled news-gathering facilities to assure utmost possible speed to its clients.

INTERNATIONAL NEWS SERVICE

THE HOT SPOT

740

between
NBC's Red and Blue

KQW

San Jose, Calif.

San Francisco Studios
1470 Pine Street

Reps.: Reynolds-Fitzgerald, Inc.

Accord Seen in Net Regulations

(Continued from page 9)

ulation of networks. He often has been regarded as advocating Government ownership.

Another report current, but apparently having little substance, was that Secretary of the Interior Ickes desires to get jurisdiction over communications, combining it with emergency control of oil and electric power activities. It was doubted whether Congress or the military establishment, so vitally concerned with communications in national defense, would relish such a move. Chairman Fly also discounted this report last week, observing that if the Secretary of the Interior knew of the trials and tribulations in communications and broadcasting, he wouldn't seek its control.

Possible Successors

A number of names have cropped into the forefront for the Thompson successorship. Among them is G. W. Johnstone Jr., radio director of the Democratic National Committee during the last campaign and now identified with the President's Birthday Ball Committee. Well-known in broadcasting circles, Mr. Johnstone was public relations director of NBC during its first decade, and afterward was public relations and special events director of WOR, MBS New York key station.

Another possibility, according to Washington reports, is Fulton J. Redman, 56-year-old attorney of Portland, Me., and Democratic nominee for the governorship of that State last year. Mr. Redman also was Democratic nominee for the Senate in 1924 and 1926 and has served in the Maine House of Representatives. He has been active in Democratic politics, having been chairman of the Maine delegation to the Democratic National Convention in 1924. Mr. Redman is former president of the *Portland Evening News* and is a director of the Portland Broadcasting System Inc., which operates WGAN.

Rumored also is the name of Commissioner Leon Jourolmon Jr., member of the Tennessee Public Service Commission and understood to be a close friend of Chairman Fly. His choice is regarded as doubtful, however, because of criticism from broadcasting industry and Congressional circles of appointment of state commission figures to the FCC. With Commissioners Paul A. Walker and Ray C. Wakefield, both former state commission officials, it is felt that the public utility common carrier concept is made predominant, to the detriment of broadcast regulation.

At the Justice Dept.

Little has been heard from the Department of Justice, to which the entire chain-monopoly report had been referred, since the hearings began June 2 on the White Resolution. Victor O. Waters, special assistant to the Attorney General, in charge of radio-music matters, was a frequent observer during the three weeks of hearings.

Assistant Attorney General Arnold, in charge of anti-trust matters, it is understood, is undecided on the course the Department will follow. In his judgment, it is reported, the White Resolution hearings amounted to an investigation. On the other hand, the Department feels that it has available an instrument—the grand jury—that would bring out a lot of information that otherwise would not be developed at a legislative hearing or inquiry.

It seems a certainty that the Department will not be disposed to act, if it does at all, until after the Senate has decided what course it will pursue. If the Senate concludes that it will write new legislation immediately, there is little likelihood of Department of Justice anti-trust proceedings by grand jury or inquiry.

If the Networks Sue

On the other hand, if litigation is undertaken by the networks and the FCC is held finally to be without jurisdiction to regulate business aspects of broadcasting, then the Department might step in with a series of indictments, probably alleging monopoly by the networks.

As matters were left when the Senate Committee recessed on June 20, Chairman Fly remained the only witness to be called, prepared to offer rebuttal to the testimony of industry witnesses, led by NBC President Niles Trammell and CBS President Paley. It was thought, however, that if Mr. Fly rebutted and raised new issues, then the networks would seek time to "rebut the rebuttal". Moreover, Commissioner Craven also planned to reappear in the event his anti-report testimony was controverted in any major degree by Chairman Fly.

On the other hand, it was evident that Chairman Wheeler and certain other members of the committee would prefer not to reopen the hearings but settle the matter by agreement on a definite course of legislative action, during which time the more stringent regulations would be held in abeyance. If the hearings are reopened, there is a strong possibility that all members of the Commission will be called.

Five or Six Networks?

Senator Tobey (R-N. H.), self-appointed prosecutor of the committee, apparently desires to call other commissioners to interrogate them on their individual views and on their concept of the effect of the regulations. He also might be inclined to recall other industry witnesses since he was absent during presentation of testimony during the last few days of the hearing.

BREAKING GROUND for its new 610 kc. operation with 1,000 watts was the accomplishment of this pulchritudinous trio of Birmingham debs on behalf of WSGN as work started June 16 on the new transmitter house and erection of two 325-foot Truscon towers. At the sod turning ceremonies were (l to r) Josephine Brooks; J. Lawrence Leach, president of the Alabama State Fair, the grounds on which the new equipment will be located; Mityline Bowron; Henry P. Johnston, vice-president and general manager of WSGN; and Kitty Estes. WSGN is expected to be using its new facilities by mid-September.

Chairman Fly, it is learned reliably, has the FCC engineering department busily engaged in a technical search to prove his contention that at least "five or six" national networks could be established. But apparently this search has yielded little, since the allocations structure is such that desirable outlets cannot be procured in all major markets. Moreover, transcontinental telephone circuits are not available and the AT&T, besieged with some $250,000,000 of national defense emergency line construction, is said to be indisposed to establish new network facilities based on the mere prospect of additional service.

50% Time Options Hinted

Wholly in the realm of conjecture are reports that Chairman Wheeler might be satisfied if the FCC modified its regulations to provide for 50% time options by stations to the networks, with something in the nature of regular network affiliations at least on a "first call" basis.

The option time provision might cover a half-hour of each hour of the day, which would be available

*** Have you seen the new map of WMCA coverage, which includes latest market data? No? Write or phone Sales Promotion Department, WMCA, 1657 Broadway, New York (Circle 6-2200).

to the network, but with the privilege, in the discretion of individual stations, of clearing additional time within a given hour in exchange for other time for local or national spot service. Another suggested departure has been that exclusive affiliations be permitted in cities having at least four full-time outlets, which would guarantee network service for four national chains.

Licensing of Networks

At his press conference last week, Chairman Fly commented on the suggestion of CBS President Paley that networks be licensed in any new communications law that may be written. Mr. Fly said he believed licensing probably would be the best approach to solving the "monopoly situation" and conditions growing out of it, with the networks subject to "certain definite controls". He added, however, that he did not know just how far the CBS president meant to go in his statements to the committee, indicating that he did not believe CBS has changed its ideas much in "opposing any substantial measure of control".

If the networks do not think the FCC has the power to designate them as "monopolistic", the FCC chairman asserted, "I'd be glad to have them take it to court".

When the Mark Ethridge issue was raised at the conference, Mr. Fly commented that the President "did not go to Ethridge, but Ethridge went to the President". He alluded to the incident surrounding a study of the radio situation by Mr. Ethridge for the President on which it was presumed a new "national policy" for radio would be based. It was after Mr. Ethridge went to the President, according to Chairman Fly's version, that the study was authorized and subsequently dropped.

Knox Discs

KNOX Co., Los Angeles (Cystex), in a 13-week spot test campaign which started June 29, is sponsoring a quarter-hour transcribed version of *Voice of Experience*, featuring Dr. Marion Sayle Taylor, on 11 stations one and two times per week. List includes: WAPI WGR WDOD WGAR WOOD WIBC WISN KFMB WRNL KOMO KHQ. Barton A. Stebbins Adv., Los Angeles, has the account.

FM

with Simplified CIRCUIT DESIGN

GENERAL ELECTRIC

Kerr Glass Spots

KERR GLASS MFG. Co., Los Angeles (mason jars), in an eight-week campaign started June 23 is using one minute spot announcements five times weekly on WJR, Detroit, and WBT, Charlotte, N. C. A similar campaign was begun June 30 on WFAA, Dallas, as well as WBAP, Fort Worth. Firm is using announcements on nine other stations. Agency is Raymond R. Morgan Co., Hollywood.

NBC Gets Phila. Fights

NBC will broadcast prize fights in Philadelphia for Adam Hats as the result to an agreement June 27 negotiated through Promoter Herman Taylor by Roger W. Clipp, general manager of WFIL. Contract calls for sponsorship of ten fights during the year, with approximately 100 stations to carry each fight. First sponsored bout will be July 21, second Aug. 11.

Dried Soup Series

SKINNER & EDDY Corp., New York, to expand its distribution of Minute Man soup mixes, is using thrice-weekly participations on *Women Only* on WHAM, Rochester; *Timekeeper* on WSYR, Syracuse, and *Yawn Club* on WWJ, Detroit. Agency is J. M. Mathes Inc., New York.

NBC Awaits Offers

SALE OF NBC's Artists Service is still in the conversation stage, network officials said the end of last week, adding that definite offers for the talent bureau will probably be forthcoming within the next couple of weeks.

FTC Eyes Vitamins

EVIDENCE that the Federal Trade Commission is casting a careful eye on vitamin-enriched foods, to see that advertising claims do not exceed actual results, appeared June 29 when the FTC announced a stipulation with Rubel Baking Co., Cincinnati, in which the company agreed to cease certain claims for Rubel's High Vitamin B-1 Wheat Bread, also known as Rubel's High Vitamin Wheat Bread. Questioned claims included representations of the number of international Vitamin B-1 units or other vitamins present in the bread and claims that the product will supply the minimum daily nutritional requirement for Vitamin B-1.

Ballantine MBS Quiz

P. BALLANTINE & SONS, Newark (ale), a heavy user of transcribed spot musical jingles, on Sept. 12 starts for 52 weeks sponsoring a variety quiz type of show on a group of MBS stations, Friday, 9-9:30 p.m. (EDST). Program, to originate from Hollywood, will feature Milton Berle as m.c., and includes other top radio and film talent along with a name orchestra. Talent and production set-up are being lined up by Danny Danker, Southern California vice-president and radio director of J. Walter Thompson Co., agency servicing the account.

CALL letters of KWBG, Hutchinson, Kan., have been changed to KWBW.

Increased Sales Thru Added Coverage

AM

When you install a Lingo "Tube" Radiator you expect—and get—better coverage and plus performance. No wonder engineers prefer Lingo for top efficiency and managers are enthused by the increased sales made possible through increased signal strength and coverage. One station owner writes: "The signal locally with only 100 watts power compares favorably with a 5000 watts station in this same city."

The Latest FM Antenna Development

FM

Something new has happened to the Radio industry! It's the new, improved Lingo Turnstile Antenna for FM—the most advanced design now available. This antenna is the result of years of research and development and is already proved for performance and available for erection.

Quotations include essential steel mounting pole, turnstile elements, coupling equipment transmission lines feeding the elements, etc. Climbing steps, lighting equipment and sleet melting units are available as optional equipment.

• Before you SELECT or ERECT—investigate Lingo Radiators for AM and FM. We are glad to provide complete engineering data concerning your particular case—without obligation. Write today and state frequency, power and location of station.

JOHN E. LINGO & SON, Inc. Dept. B-7 CAMDEN, N. J.

LINGO VERTICAL TUBULAR STEEL RADIATORS

Agencies

JAMES McFADDEN, New York vice-president of McKee & Albright, is currently in Hollywood conferring with Dick Mack, agency producer, on fall plans of the NBC *Rudy Vallee Show*, sponsored by National Dairy Products Corp. (Sealtest).

FELIX SUTTON, formerly of Brown & Thomas and Lord & Thomas, N. Y., has joined the staff of the Erwin, Wasey & Co., New York office, handling commercial copy.

LLOYD (Deke) COLEMAN, formerly head of J. Walter Thompson Co. Paris office, after Hollywood conferences with Danny Danker, agency's Southern California vice-president, sailed June 25 aboard the liner *Monterey* for Sydney to take over management of the Australian offices. He succeeds Samuel Dobbs, transferred to New York.

CHARLES CHRISTOPH, formerly radio director of Ted Bates Inc., New York, has joined J. Walter Thompson Co., New York, as radio producer.

VICTOR M. RATNER, formerly CBS director of sales promotion, who recently joined Lord & Thomas, New York, in an executive capacity, has been named executive supervisor of the agency's research department.

LYNN BAKER Co., New York, has appointed the following officers: Lynn Baker, president; Daniel D. Thomson, vice-president; Richard Dunne, treasurer; Miss M. B. Keeler, secretary-treasurer. Mr. Thomson, who recently joined the agency, is a former vice-president of Axton-Fisher Tobacco Co., Louisville.

LORRY NORTHRUP, manager of the Chicago office of Erwin Wasey & Co., is convalescing following an appendectomy.

TOM LEWIS, New York radio manager of Young & Rubicam, accompanied by his wife Loretta Young, film actress, will vacation in Honolulu before taking over management of the agency's offices in late summer.

FREDERIC R. GAMBLE, managing director of the American Association of Advertising Agencies, has been elected president of Trade Assn. Executives in New York.

T. BIRCHARDE KENVIN, formerly with Campbell-Ewald Co., Detroit, and N. W. Ayer & Son, Philadelphia, has joined the copy department of the Richard A. Foley Agency in Philadelphia.

DOUGLAS M. SMITH, formerly account executive of Lane, Benson, McClure, Chicago, has joined J. R. Hamilton Adv. Agency, same city.

ROBERT H. LADING, formerly director of research in the New York office of Lord & Thomas, has been appointed regional and business consultant of the Bureau of Foreign & Domestic Commerce, U. S. Department of Commerce.

BUCK GUNN, radio head of the J. Walter Thompson Co., Chicago office, is back after an illness of four months. Richard Eastland, substituting, has been transferred back to New York.

CRAIG E. DENNISON Agency, formerly at 64 East Lake St., Chicago, has moved to 225 N. Michigan Blvd. Telephone: Dearborn 3188.

LESTER LINSK, formerly West Coast radio manager of Lyons & Lyons, Beverly Hills, Cal., talent agency, has joined Music Corp. of America, that city.

HARRY KERR, J. Walter Thompson Co., Hollywood writer of the CBS *Lux Radio Theatre*, sponsored by Lever Bros., is the father of a girl born June 20.

Follows Ratings

NOW that the Treasury Department has gone into radio in a big way with a full-hour program on CBS every Wednesday night (courtesy Texas Co.), Secretary Morgenthau has suddenly taken up an old radio custom—perusing the CAB and Hooper surveys. It came to light last week when a hurry up call went out from the Treasury Department office of public relations for the latest CAB or Hooper ratings. After much telephoning the ratings were located and questioning revealed that it was Mr. Morgenthau who wanted to know who was "No. 1."

BAKER OSTRIN, of Ruthrauff & Ryan, Chicago, has joined Sherman K. Ellis & Co., same city, as radio copy chief.

MURIEL WAGEMAN, account executive of Sorensen & Co., Chicago, has been appointed radio director of that agency.

New Radio Features

RADIO FEATURES of America, New York program producing firm headed by Alma Sandra Munsell and Oliver W. Nicoll, has announced its entry into the commercial radio field with issuance of a catalogue listing 14 program formats available for sponsorship during the 1941-42 season. Address of the firm is 37 West 46th St., New York, telephone Bryant 9-9622.

Treasury Spots

TO HELP sell defense bonds and Postal savings stamps, the Treasury Dept. since April has been using short radio commercials five times daily on over 850 stations. The records were prepared by NBC Radio-Recording Division with selling messages supplied by Marschalk & Pratt, New York.

EDWARD J. BYRNES, 64, founder and vice-president of the Edwin Bird Wilson Inc., New York, died June 20 at his home in Brooklyn after a year's illness. A pioneer in media relationships and the publishing field, Mr. Byrnes was with J. Walter Thompson Co., New York, prior to joining the Wilson agency 24 years ago.

Coleman Leaving Biow For Blair in New York

THOMAS B. COLEMAN Jr. on July 1 will leave the Biow Co. to join the New York staff of John Blair and Company, national radio representatives. He has been with the Biow Co. since January 1940, serving as an account executive on the Bulova Watch, Eversharp and Hills Brothers accounts. Prior to joining Biow, he was with J. Sterling Getchell Inc., for five years, handling Kelly-Springfield, Devoe and Reynolds, Knox Hats and other accounts.

Mr. Coleman

In October 1929 after three years as salesman and contact man with General Outdoor Adv. in Omaha, Mr. Coleman joined Lord & Thomas in New York. There he handled and directed the Cremo radio account and worked on RCA, Schenley, Cities Service, and Trommer's beer. In his new capacity he will concentrate on providing sales aids and merchandising helps in connection with the sale of station time on the Blair list.

CBS Completing Plans For 'Forecast' Series

SECOND annual eight-week series titled *Forecast*, which proved successful in 1940, will start July 14 on CBS as Monday night programs 9-10 p.m. from New York and Hollywood, either in two half-hour periods or as complete hour shows. First will be "The Thousand and One Nights", starring Marlene Dietrich, supporting cast and orchestra under the direction of Wilbur Hatch. Script is by True Boardman and production by Charles Vanda, CBS western program director.

Subsequent programs, each a complete unit, are not fully cast nor scheduled. Some of the titles are: "Song Without End", "Two Gobs and a Gal", "Hopalong Cassidy", "Made in America", and "The Houlihans". According to W. B. Lewis, CBS vice-president in charge of programs, each show is designed as a sample of what a series of similar programs would be like, and studio audience reaction will be sought for suggestions.

A UNITY OF IDEALS

★

We quote Secretary Morgenthau—

"The response from foreign language groups has been especially encouraging. This proves again that whatever their origin, and whatever language they may speak, the overwhelming majority of these people are true Americans, united behind their Government in defense of American Freedom."

(Excerpt from a broadcast over a national network in reference to Defense Savings Bonds.)

★

TO SUCH HIGH IDEALS OF DEMOCRACY
WE HEARTILY SUBSCRIBE

WHOM

1480 KILOCYCLES
FULL TIME OPERATION
29 WEST 57TH ST., NEW YORK
Telephone Plaza 3-4204

AMERICA'S LEADING FOREIGN LANGUAGE STATION

KIDO Boise

NBC Red and Blue

ABC IN ADVERTISING FOR IDAHO

A—for Ada County, Idaho's largest county, showing an increase of 12,476, or 32.9% gain. (This is the county in which KIDO has its transmitter.)

B—for Boise, Idaho's capital city, and Idaho's largest city, with an increase of over 5,000, or 25% plus, gain. (This is the city in which KIDO has its transmitter.)

C—for Canyon County, only 20 miles from KIDO's transmitter, and Idaho's second largest county, showing the second largest increase in population, 10,057, or an increase of 32.5%.

ABC Radio Advertising in Idaho is KIDO!

JOHN BLAIR & CO.
Nat. Reps.

MYRON J. BENNETT

DOING TWO * ONE HOUR PARTICIPATING SHOWS PER DAY ON KWK AND ADDING SPONSORS RAPIDLY BECAUSE OF UNUSUAL † RESULTS

*Morning and Afternoon

† Grennan Cake Sales doubled

ST. LOUIS

K W K

Represented by

RAYMER

AGENCY Appointments

B. T. BABBITT Inc., New York (cleanser and lye), to Joseph Jacobs Jewish Market Organization, New York, for Jewish field. Campaign for radio and other media being planned for fall.

RIC PRODUCTS Inc., Philadelphia (Ric Perfume Sticks), to J. M. Korn & Co., Philadelphia. Radio to be used.

GILMORE OIL Co., Los Angeles, to Ruthrauff & Ryan, that city. Firm, in a test, is currently sponsoring a five-weekly five-minute program, *War Letters*, on 4 Don Lee California stations, Monday thru Friday 9:15-9:20 p.m. (PST).

ALTORFER BROS. Co., Peoria, (ABC electric washers and ironers), to Cramer-Krasselt Co., Milwaukee.

PLASTICS INDUSTRIES Technical Institute, Los Angeles, to West-Marquis Inc., Los Angeles. Said to use radio.

ALKINE Co., New Brunswick, N. J., to Picard Adv., N. Y.

LEWIS-HOWE Co., (N R Tablets-Nature's Remedy), St. Louis, to J. Walter Thompson Co., Chicago.

JOSEPH TETLEY & Co., New York (Tetley teas), to Joseph Jacobs Jewish Market. Organization as merchandising and advertising counsel for Jewish field.

CHEMICAL RESEARCH PRODUCTS Co., Roselle Park, N. J. (Permeen), to Moore & Hamm, N. Y. Said to use radio.

CLAFLIN-DENISON LABS., Providence, R. I. (antiseptic salve, shave cream), to Cory Snow Inc., Boston. Said to be using radio.

COLUMBIA PICTURES Corp., New York, to Weiss & Geller, N. Y.

MOTO-SCOOT Mfg. Co., Chicago (Moto-Scoot vehicle) to Roth, Schenker & Bernhard, Chicago.

CAMEO Corp., Chicago (cleanser), to McManus, John & Adams, Detroit.

CURTISS CANDY Co., Chicago, to Joseph Jacobs Jewish Market Organization New York, for the Jewish field. Radio will be used with other media.

WILLIAM PETER BREWING Corp., Jersey ity to J. W. Pepper Inc., New York. Company is testing 12 one-minute spot announcements weekly on WINS, New York.

MacMILLAN PETROLEUM Corp., Los Angeles (Ring-Free Motor Oil) to Roy S. Durstine Inc., New York. Company has been a considerable user of radio in the past.

SIMONDS IS NAMED BY WEED IN N. Y.

WITH the recent addition of the Texas State Network to his national sales representative firm, Joe Weed, president of Weed & Co., on June 23 announced that Lincoln P. Simonds has joined his New York office.

A veteran in New York and Southwestern advertising circles, Mr. Simonds formerly was associated with newspaper advertising organizations of Scripps-Howard and Paul Block. Later he served five years in the New York office of John Blair & Company, moving to International Radio Sales upon its formation. In 1938, when Elliott Roosevelt organized the Texas State Network, Simonds went to Fort Worth as sales manager, transferring early this year to New York as eastern manager of the regional which now consists of 16 stations: KRBC, Abilene; KFDA, Amarillo; KNOW, Austin; KBST, Big Spring; WRR, Dallas; KFJZ, Fort Worth; KFYO, Lubbock; KRLH, Midland; KPLT, Paris; KGKL, San Angelo; KABC, San Antonio; KRRV, Sherman; KTEM, Temple; KCMC, Texarkana; KYWC, Vernon; WACO, Waco.

Dealey Urges Fight

(*Continued from page 12*)

and courage in building new studios despite the tempo of the times, William S. Hedges, NBC vice-president for stations, also criticized the FCC's regulations. During the last two decades, he pointed out, the hand of regulation progressively has tightened until now the FCC "has sought to invade the field of regulation of the business affairs of broadcasters." Failure to comply with these regulations "will result in the death sentence to the station," he said, pointing out also that the FCC shortly will embark upon an inquiry into the propriety of newspaper organizations owning and operating stations.

At the Senate Interstate Commerce Committee hearings on the White Resolution, Mr. Hedges declared, it has been demonstrated that a new law governing radio is necessary because if these "arbitrary rules go into effect, radio as you have known it will cease to exist. Chaos and confusion will reign."

In complimenting G. B. Dealey, chairman of the board; President Ted Dealey, Jim Moroney, vice-president and supervisor of radio; Martin Campbell, general manager of the stations, and their associates, for their contributions to listeners of the Southwest, Mr. Hedges said they have never faltered in their desire to improve public service and that the new studios "are tangible evidence of their courage, optimism and public spiritedness."

Nationwide Spot Drive In Canada by Eveready

CANADIAN NATIONAL CARBON Co., Toronto (Eveready batteries), is starting one of the largest radio advertising campaigns conducted in Canada since the start of the war. Daily half-hour studio programs, Mondays through Fridays, designed specifically for the rural audience, start as the first show of the day on 34 Canadian stations. In Manitoba, Saskatchewan and Alberta the shows start July 1, in British Columbia July 14, in Quebec, Nova Scotia and New Brunswick, Aug. 18, in Ontario, Aug. 25.

The program will consist of old songs early in the morning, interspersed with weather and crop reports, except in Quebec province where it will be a noontime quarter-hour. Agency is Clark Locke Ltd., Toronto.

The show will be carried on CHWK, Chilliwack, B. C.; CKOV, Kelowna, B. C.; CJAT, Trail, B. C.; CFJC, Kamloops, B. C.; CFPR, Prince Rupert, B. C.; CJCA, Edmonton; CFGP, Grande Prairie, Alta.; CFAC, Calgary; CJOC, Lethbridge, Alta.; CHAB, Moose Jaw, Sask.; CKBI, Prince Albert, Sask.; CJRM, Regina; CFQC, Saskatoon; CJGX, Yorkton, Sask.; CKX, Brandon, Man.; CFAR, Flin Flon, Man.; CJRC, Winnipeg; CFCO, Chatham, Ont.; CFRC, Kingston, Ont.; CJKL, Kirkland Lake, Ont.; CKCR, Kitchener, Ont.; CKCO, Ottawa; CKSO, Sudbury, Ont.; CKNX, Wingham, Ont.; CBJ, Chicoutimi, Que.; CBF, Montreal; CHNC, New Carlisle, Que.; CBV, Quebec; CJBR, Rimouski, Que.; CKRN, Rouyn, Que.; CHGB, Ste. Anne de la Pocatiere, Que.; CHNS, Halifax; CJCB, Sydney, N. S.; CFNB, Fredericton, N. B.

MYRON J. BENNETT

DOING TWO * ONE HOUR PARTICIPATING SHOWS PER DAY ON KWK AND ADDING SPONSORS RAPIDLY BECAUSE OF UNUSUAL † RESULTS

*Morning and Afternoon

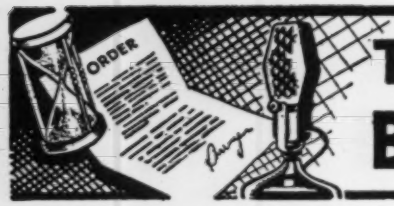
† Grennan Cake Sales doubled

ST. LOUIS

K W K

Represented by

RAYMER



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WLW, Cincinnati

Ex-Lax Inc., Brooklyn, 5 *sa* weekly, thru Joseph Katz Co., N. Y.
Western Auto Supply Co. Kansas City, *sp* series, thru Ferry-Hanly Co., Kansas City.
Maryland Pharmaceutical Co., Baltimore, 5 *ta* weekly, thru Joseph Katz Co., Baltimore.
Monarch Mfg. Co., Chicago, 3 *sa* weekly, thru Henry J. Handelsman, Chicago.
DeKalb Agricultural Assn., DeKalb, Ill., *sa* series, thru Western Adv. Agency, Racine.
Procter & Gamble Co., Cincinnati, *sa* series, thru Blackett-Sample-Hummert, Chicago.
American Tobacco Co., New York, *sp* series, thru Lord & Thomas, N. Y.
Firestone Tire & Rubber Co., Akron, *sp* series, thru Sweeny & James Co., Cleveland.
General Mills, Minneapolis, 5 *sp* weekly, thru Blackett-Sample-Hummert, Chicago.
General Mills, Minneapolis, 5 *sp* weekly, thru Knox-Reeves, Minneapolis.
General Electric Co., Cleveland, *sp* series, thru BBDO, N. Y.
Sterling Products Co., Wheeling, 5 *sp* weekly, thru Blackett-Sample-Hummert, Chicago.
Wilson & Co., Chicago, 5 *sa* weekly, thru U. S. Adv. Corp., Chicago.
Brown & Williamson Tobacco Co., Louisville, 5 *sp* weekly, thru Russel M. Seeds Co., Chicago.
Phillips Chemical Co., New York, 5 *sp* weekly, thru Blackett-Sample-Hummert, Chicago.
Hecker Products, New York, *sp* series, thru Benton & Bowles, N. Y.
Allied Mills, Fort Wayne, 3 *sa* weekly, thru Louis E. Wade Inc., Fort Wayne.
Colgate-Palmolive-Peet Co., Jersey City, 5 *sp* weekly, thru Sherman & Marquette, Chicago.
Kenrad Tube & Lamp Corp., *sp* series, thru Allen, Heaton, & McDonald, Cincinnati.
Pure Oil Co., Chicago, 3 *sp* weekly, thru Leo Burnett Co., Chicago.

WAPI, Birmingham

General Mills, Minneapolis (Corn Kix), 5 *t* weekly, 52 weeks, thru Blackett-Sample-Hummert, Chicago.
General Mills, Minneapolis (Wheaties), 5 *t* weekly, 52 weeks, thru Knox Reeves Adv., Minneapolis.
General Mills, Minneapolis (Gold Medal flour), 5 *sp* weekly for 52 weeks, thru Blackett-Sample-Hummert, Chicago.
Day & Night Heater Co., Monrovia, Cal., 18 *sa* daily, 52 weeks, thru Hixson-O'Donnell, Los Angeles.
Plough Inc., Memphis (Mexican heat powder), 4 *sa* daily, 17 weeks, thru Lake-Spiro-Shurman, Memphis.
Lever Brothers Co., Cambridge, Mass. (rinso), *sa* daily, 4 weeks, thru Ruthrauff & Ryan Inc., N. Y.

KGER, Long Beach

Utilities Engineering Institute, Chicago, 6 *sp* weekly, thru First United Broadcasters, Chicago.
Scripture Stationery Co., Chicago, 10 *sa* weekly, thru First United Broadcasters, Chicago.
Famous Department Store, Los Angeles (optical department), 6 *sp* weekly, thru Jimmy Fritz Adv. Agency, Los Angeles.
Montgomery-Ward & Co., Long Beach, 24 *sa* weekly, thru Don Montgomery Adv. Agency, Long Beach.

KMO, Tacoma

Centennial Flouring Mills, Seattle (flour, cereals), 6 *t* weekly, thru Milne & Co., Seattle.
Northern Pacific RR., Seattle (transportation), 6 *sa* weekly, thru Strang & Prosser Adv. Agency, Seattle.
Safeway Stores Inc., Tacoma (institutional), 6 *sa* weekly, direct.

KOA, Denver

Denver & Rio Grande Western Railroad, Denver, 3 *sa* weekly, thru C. F. Cusack Adv. Co., Denver.

WHO, Des Moines

Sargent & Co., Des Moines (stock feed), 3 *t* weekly, 16 weeks, thru Fairall & Co., Des Moines.
Omar Inc., Omaha (flour), 13 *t*, 60 *sa*, thru Hays MacFarland & Co., Chicago.
Sentinel Insurance Co., Des Moines, *sa* weekly, direct.
General Cigar Co., New York (Van Dyke cigars), 26 *t*, thru Federal Adv. Agency, N. Y.
Paxton & Gallagher Co., Omaha (Butternut Coffee), 5 *t* weekly, 52 weeks, thru Buchanan & Thomas, Omaha.
John C. Wisdom, Des Moines (livestock), 6 *sp* weekly, 31 weeks, direct.
Oelwein Chemical Co., Oelwein, Ia. (Occo stock feeds), 78 *sa*, thru Cary-Ainsworth, Des Moines.
Vinton Hybrid Corn Co., Vinton, Ia. (seed), 5 *sp* weekly, thru Weston-Barnett, Waterloo, Ia.
Monarch Camera Co., Chicago, 6 *sa*, thru Henry J. Handelsman, Chicago.
DeKalb Agricultural Assoc., DeKalb, Ill. (DeKalb hybrid corn), 42 *sa*, thru Western Adv. Agency, Racine, Wis.
Quaker Oats Co., Chicago (Quaker farm feeds), 1 *t* weekly, 28 weeks, thru Sherman & Marquette, Chicago.
Little Crow Milling Co., Warsaw, Ind., 6 *sa* weekly, 26 weeks, thru Rogers & Smith, Chicago.

WINS, New York

United Shoe Exchange, New York, 21 *sa* weekly, 10 weeks, direct.
Gardner Nursery Co., Osage, Ia., 6 *sp* weekly, thru Northwest Adv. Co., Seattle.
National Schools, Los Angeles (electrical courses), 4 *sp* weekly, 13 weeks, thru Huber Hoge & Sons, N. Y.
American Cigar & Cigarette Co., New York (Pall Mails), 36 *sa* weekly, 13 weeks, thru Ruthrauff & Ryan, N. Y.
Skouras Theatres, New York, 18 *sp* weekly, direct.
Peter Brewing Co., New York, 12 *sa* weekly, 13 weeks, thru J. W. Pepper Adv. Agency, N. Y.
Corn Products Refining Co., New York (Linit), 30 *sa* weekly, 26 weeks, thru C. L. Miller Co., N. Y.
Classified Broadcast Ads, New York, 6 *sp* weekly, 15 weeks, thru Feiner, Furman & Roberts, N. Y.

KPO, San Francisco

Starr Pen Co., Chicago (pens), 3 *sa* weekly, thru United Adv. Co., Chciago.
Yellow Cab Co., San Francisco, 6 *sa* weekly, thru Rufus Rhoades & Co., San Francisco.
Kellogg Co., Battle Creek, Mich. (Pep), 5 *sa* weekly, thru Kenyon & Eckhardt, N. Y.
Denalan Co., San Francisco (dental plate cleanser), *sa* weekly, thru Rufus Rhoades & Co., San Francisco.

WNAC, Boston

Johnson & Johnson, New Brunswick, N. J. (Tek), *sa* daily, thru Ferry Hanly Co., N. Y.
Chas. E. Hires Co., Philadelphia (root beer), 3 *sa* weekly, thru O'Dea Sheldon & Canaday, N. Y.
McFadden Publications, New York (*True Story* magazine), 27 *ta*, thru Arthur Kudner, N. Y.
First National Stores, 5 *sa* weekly, thru Badger & Browning, Boston.

KHJ, Los Angeles

May Co., Los Angeles (retail), weekly *t*, placed direct.
Calavo Growers of Cal., Los Angeles (avacados), 5 *sp* weekly, thru Lord & Thomas, Los Angeles.
Coast Federal Savings & Loan Assn., Los Angeles (investments), 10 *sp* weekly, thru Robert F. Dennis Inc., Los Angeles.
Fels & Co., Philadelphia (Fels Naptha soap), 18 *sa* weekly, thru S. E. Roberts Inc., Philadelphia.
Ben Hur Products Inc., Los Angeles (coffee, B-1 gelatin), 3 *sp* weekly, thru Theodore R. Creamer Adv., Los Angeles.
Monarch Brewing Co., Los Angeles (beer, ale), weekly *sp*, thru McElroy Adv. Agency, Los Angeles.
California-Grown Sugar Group, San Francisco (beet sugar), 2 *sp* weekly, thru Botsford, Constantine & Gardner, San Francisco.
Nu-Enamel Paint Corp., Cleveland (paint), 6 *sa* weekly, thru Adv. Arts Agency, Los Angeles.

KGGM, Albuquerque-KVSF, Santa Fe

Continental Oil Co., Ponca City, Okla., 52 *ta*, thru Tracy-Locke-Dawson, N. Y.
General Mills, Minneapolis, 260 *t*, thru Blackett-Sample-Hummert, Chicago.
General Mills, Minneapolis, 260 *t*, thru Knox-Reeves Adv., Minneapolis.
Knox Gelatine Co., Johnstown, N. Y., 2 *sa*, thru Leighton & Nelson, Schenectady.
Packard Motor Car Co., Detroit, 14 *ta*, thru Young & Rubicam, N. Y.
Spencer Products Co., 39 *sa*, thru Phil Gordon, Chicago.
Western Auto Supply, Los Angeles, 144 *sa*, direct.

KFYR, Bismark, N. D.

Red Top Brewing Co., Cincinnati, 6 *sp*, 9 *ta* weekly, 52 weeks, thru St. Joseph Adv. Agency, Cincinnati.
Gardner Nurseries, Osage, Ia., 13 *sa*, thru Northwest Radio Adv. Co., Seattle.
American Chicle Co., N. Y., 78 *ta*, thru Badger, Browning & Hersey, N. Y.
Frank A. Fleer Corp., Philadelphia (Double Bubble Gum), 2 *sa*, *ta* weekly, 13 weeks, thru N. W. Ayer & Son, N. Y.
Continental Oil Co. Denver (Nth Oil Process), 14 *ta* daily, 4 weeks, thru Tracy-Locke-Dawson, N. Y.

KGO, San Francisco

Foreman & Clarke, Los Angeles (clothing chain), 6 *sp* weekly, thru Milton Wienberg Co., Los Angeles.
Murine Co., Chicago (Murine), 5 *sa* weekly, thru BBDO, Chicago.
Denalan Co., San Francisco (dental plate cleanser), 2 *sa* weekly, thru Rufus Rhoades & Co., San Francisco.

KINY, Juneau, Alaska

Southern Pacific Co., San Francisco (rail transport), *ta* series, thru Lord & Thomas, San Francisco.
Coleman Lamp & Stove Co., Wichita, Kan., 12 *sa* weekly, thru Ferry-Hanly Co., N. Y.

CKCL, Toronto

G. T. Fulford Co., Brockville, Ont. (proprietary), 3 *sp* weekly, thru Spot Broadcasting, N. Y.

Z NET SERVES MONTANA'S RICHEST MARKETS

GoodHousekeeping Revises Its Labels

Institute Conforms to FTC Order Requiring Changes

STATEMENT covering all references on radio broadcasts to the Good Housekeeping seals of approval and guaranty emblem has been issued by the Good Housekeeping Institute in line with the Federal Trade Commission order May 23 requiring various changes in the granting of such seals [BROADCASTING, May 26]. The statement reads:

"The essential and most important condition in connection with references to a Good Housekeeping seal or guaranty in radio broadcasts is that the claims made for the product in the radio commercial be claims for the product which have been specifically approved by Good Housekeeping before being broadcast. This necessarily requires that all commercials for a radio program in which reference is to be made to a Good Housekeeping seal or guaranty be submitted in advance of use for approval by Good Housekeeping.

Standard Wording

"The second condition is that the words of reference used be standard in character. Where reference is made to the seal of approval of Good Housekeeping Institute in connection with household appliances and utensils and household soaps and cleaners, the words are "tested and approved by Good Housekeeping Institute". Where references are made to the recommended seal of approval of the Good Housekeeping Bureau for Foods, Drugs and Cosmetics, the words are "recommended by Good Housekeeping Bureau". No reference to a Good Housekeeping seal is to be made in connection with any product falling outside of the above categories.

"Where reference is made to the Good Housekeeping guaranty which is applicable to all products advertised in *Good Housekeeping* Magazine, the words to be used are "replacement or refund of money guaranteed by Good Housekeeping if defective or if not as advertised therein". Here again, the essential and most important condition is that the claims made for the product in the radio commercial be claims which have been specifically approved by Good Housekeeping before broadcast."

Avalon Scores

BROWN & WILLIAMSON TOBACCO Co., Louisville (Avalon cigarettes), on June 19 started five-weekly five-minute *Baseball Scores* by Bud Farnum on WFLA, Tampa; five-weekly five-minute *Sports Scores* by Bud Lynch on CKLW, Windsor; 10-weekly transcribed announcements on WSJS, Winston-Salem, N. C., and six-weekly five-minute news broadcasts featuring Fred Handrisch on WQAM, Miami. Contracts are for 52 weeks. Agency is Russel M. Seeds Co., Chicago.

Radio Advertisers

CONSOLIDATED DRUG TRADE Products, Chicago (KolorBak and Yeast Foam), on June 23 started six-weekly half-hour participations in the *Farm Service Program* on WBBM, Chicago. Program, conducted by William Costello, consists of farm news, crop reports, weather and shipping information, farm legislation, mountain songs by Bonnie Blue Eyes, Smilin' Bob Atcher and the Apple Knockers. Agency is Benson & Dall, Chicago.

SPONSORSHIP of a five-minute news program on KGMB, Honolulu, is shared by Folger Coffee Co., San Francisco (coffee), and Planter's Nut & Chocolate Co., that city (peanuts), three and two times per week respectively. Contracts, which started on June 30 for 26 weeks, were placed through Raymond R. Morgan Co., Hollywood.

YELLOW CAB Co., San Francisco, recently started a campaign in the Los Angeles area, using transcribed dramas on three stations and a daily participation in Fletcher Wiley's *Sunrise Salute* on KNX. The transcribed spots are released three times daily on KHJ and once daily on KFI and KMPC. Agency is Rufus Rhoades & Co., San Francisco.

PIONEER BUILDERS Inc., Los Angeles (home builders), new to radio, is sponsoring five-minute transcribed talks, featuring Stephen Powers, on Southern California stations KFWB KMPC KHJ KFI KFVD. Campaign, started in early June, continues through the summer months. Agency is Charles H. Mayne Co., Los Angeles.

OLYMPIA, SEATTLE, and ACME BREWING Cos. are conducting extensive summer campaigns on KFAR, Fairbanks. The Olympia and Seattle firms are using spot announcements, while the Acme concern is presenting weekly, the half-hour transcribed version of the *Barrel of Fun* starring Charles Ruggles and Benny Rubin.

EVER-DRY Corp., Los Angeles (deodorant), out of radio for several years, in a one-month Southern California test campaign ending July 8, is using three to four daily announcements on KHJ, that city, as well as two spots per day on KFAC and KMPC. Agency is Torrey & Torrey Adv., Los Angeles.

CROWN PRODUCTS Corp., San Francisco (Sani-Clor bleach), recently started spot announcements and participations on home economics programs, in both foreign language and English on 5 Northern California stations, KSFO, KLS, KSRO, KTRB, KGDM. Agency is J. H. Diamond Agency, San Francisco.

SPARKLETT'S DRINKING WATER Corp., Los Angeles, in a 13-week campaign ending Sept. 19 is sponsoring a five-weekly quarter-hour program titled *Money for You*, on KHJ, Los Angeles. Eddie Stanley conducts the telephone-inquiry series. Raymond R. Morgan Co., Hollywood, has the account.

RAPT INTEREST as R. E. Dunville (right), general sales manager of the broadcasting division of the Crosley Corp. makes a point is shown by Felix Muniz (left), president of the West Indies Adv. Co., San Juan, P. R., who is visiting the U. S. to purchase equipment for a new radio station in that territory, which will go on the air as WIAC, with 5,000 watts on 560 kc. about the end of September. A Rojas Villalba, international network coordinator of the Crosley Corp. is also in on the tete-a-tete.

OLD BEN COAL Corp., Chicago (Green Marked-Stoker coal), on July 7 returns its five-weekly five-minute news commentary programs to WGN, Chicago. Series features *Alexander McQueen's Nothing but the Truth* program. Contract is for 26 weeks. Agency is J. R. Hamilton Adv. Agency, Chicago.

P. BALLANTINE & Sons, Newark (beer), on June 15 started on WNEL, San Juan, Puerto Rico, a nightly half-hour variety program in Spanish. Richard Eastland of the New York office of J. Walter Thompson Co., has returned to New York after getting the program under way.

CHUBB & SON, New York, marine insurance underwriters, is sponsoring a *Weather & Yachting News* program on WMCA, New York, Friday and Saturday nights, 10:25-10:30 p.m., and Saturday mornings, 11:45-11:50 a.m. Agency is Albert Frank-Guenther Law, New York.

SOUTHERN BREWING Co., St. Petersburg, has signed for 26 weeks on WSUN, that city for *Dowdy & His Barn Dance Gang*, Monday through Saturday 12:45-1:00 p.m. and Saturday evening 8-8:30. Account was placed through Peninsular Adv. Agency, Tampa.

FOREMAN & CLARKE, Los Angeles (men's clothing chain), on June 23 started for 52 weeks, six 15-minute newscasts weekly on KGO, San Francisco. Agency is Milton Wienberg Co., Los Angeles.

EVANS FUR Co., Chicago, on July 7 renews for 52 weeks its six-weekly, quarter-hour *Musical Clock* program featuring Norman Ross on WMAQ, same city. Agency is Critchfield & Co., Chicago.

KOMISS Co., Chicago (furs), on July 15 starts a thrice-weekly five-minute morning program on WBBM, Chicago. Contract is for 52 weeks. Agency is Julian Frank Adv. Agency, Chicago.

Georgia Power Series Asks for Conservation

GEORGIA POWER Co. has placed six spot announcements daily on 18 Georgia stations urging consumers to conserve power as much as possible during the present emergency in view of the shortage of power in the Southeast due to the heavy load on electrical facilities from national defense activities. Announcements are to run three during day hours and three in the evening.

Contracts have been placed direct with WAGA, WATL and WSB, Atlanta; WALB and WGPC, Albany; WGPC, Athens; WGAC and WRDW, Augusta; WRBL, Columbus; WBLJ, Dalton; WKEU, Griffin; WLAG, LaGrange; WBML and WMAZ, Macon; WMGA, Moultrie; WRGA, Rome; WRLC, Toccoa; and WDAK, West Point.

Gilmore Test

WESLEY FARMER, for several years Los Angeles account executive of Botsford, Constantine & Gardner, has been made Southern California manager of that agency. He succeeds John H. Weiser, agency vice-president, who resigned to join the Hollywood staff of Ruthrauff & Ryan as executive on the Gilmore Oil Co. account. In a test campaign Gilmore is sponsoring the five-weekly *War Letters*, on 4 Don Lee stations (KHJ KGB KDB KFXM), Monday through Friday, 9:15-9:20 a.m. (PST), and contemplates expanding the five-minute series coastwide in fall.

WCFI, Pawtucket, R. I., has appointed Headley-Reed Co. as national representatives, effective immediately. WCFI is a Yankee and Colonial Network affiliate and operates with 1,000 watts on 1420 kc.

BEVERLY HILLS COUNTRY CLUB, Cincinnati, to advertise the appearance of Horace Heidt and his Musical Knights bought the 11 p.m. news period on WCKY, Cincinnati, for a week.

WEST COAST LIFE INSURANCE Co., San Francisco, recently started daily spot announcements on KINY, Juneau, Alaska. Agency is Long Adv. Service, San Fnacisco.

STATE FARM INSURANCE Co., Bloomington, Ill., is sponsoring local softball games on WJBC, Bloomington. Account was placed direct.

FAIRMONT
A Fort Industry Market

Picture This

WMMN
RECEIVED
955
orders for photograph enlargements for a Grand Rapids, Mich. client IN ONE WEEK. That's really an expansive approach to the enlarging business, and we can do the same for you—whether you sell photographs or phonographs, noodles or needles.

Ask that old "fotog"
John Blair

A FORT INDUSTRY STATION
5,000 WATTS DAY
1,000 WATTS NIGHT
WMMN
FAIRMONT, W. VA.

WFBL
SYRACUSE
AVAILABLE!
A SPORTS PROGRAM
with 5-Year Following
With baseball coming up, now's the time to take advantage of this popular sports program broadcast in the early evening, Monday through Saturday. Offers you an established following built up over 5 years of successful advertising. An ideal spot for a sponsor anxious to reach WFBL's active sports audience.
For complete details, write or wire
WFBL
SYRACUSE, N. Y.
or Free & Peters, Inc.
National Representatives

WDBJ for Southwest Virginia
5000 WATTS, FULL TIME
ROANOKE • CBS
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

XUM

Bulova, Lever, P&G, Sun Open Video

Will Sponsor Debut of Art July 1 on NBC Outlet

FOUR national advertisers—Bulova Watch Co., Lever Bros. Co., Procter & Gamble Co., and Sun Oil Co.—will share in the inauguration of commercial television July 1 by purchasing time on NBC's New York video transmitter, WNBT. Each advertiser will utilize his television time for a sight-and-sound version of his current advertising by sound broadcasting.

Bulova will sponsor two time announcements, one to be made at the beginning of the Dodgers-Phillies baseball game that will provide WBNT's opening afternoon program, the other at the end of the evening telecast. Lever Bros. will present a televersion of *Uncle Jim's Question Bee*, advertising Spry; Sun Oil will televise its regular Lowell Thomas news period; then from 9 on, the USO show, an Army program with Ft. Monmouth talent; P & G's *Truth or Consequences*. All contracts are for July 1 only.

Rate Card Issued

First rate card for television was issued June 27 by NBC to cover costs to advertisers for time on the air and for studio facilities. Time rates range from $120 per hour for evening broadcasts on weekdays to $60 per hour for weekday afternoon shows, and $90 per hour for Sunday daytime broadcasts. No prices are quoted for Sunday evening time, as television programs are not yet scheduled for that period.

In addition to time costs, charges also are to be made for the use of both studio film and mobile transmitter facilities. These range from $150 per hour for the use of the main studio in Radio City to $75 per hour for the use of small film studios and field pickups. Service spots, for televised programs of news, weather and time are priced at $8 per minute nighttime and $4 per minute daytime.

Production costs for talent, announcers, sound effects men, musicians, and music and script rights also are billed to sponsors by NBC, as are costumes, properties etc., which must be rented or purchased for any program.

CBS on Friday received authorization from the FCC to continue experimental television transmission for 30 days after July 1 to conduct program tests. CBS stated that a commercial license is expected at the end of the 30-day period and that meanwhile the test transmissions will be of assistance to servicemen who are converting video receivers to receive transmissions on the CBS channel.

To observe the debut of commercial television, delayed for more than a year by Government fiat, the FCC, as BROADCASTING went to press,, planned to issue a press release on the opportunities to be opened by this new vista of radio. It is expected the FCC will hail the part it has played in launching visual radio as a new public service.

Conversion of the approximately 2,000 RCA television receivers in the New York metropolitan area is beginning immediately, RCA Mfg. Co. said last Thursday, adding that in addition to modernizing the receivers already in the field it is also revamping several hundred sets in stock at its Camden factory, which will be made available for sale to the public as rapidly as possible.

To speed the adjustment of sets in the field, the company has established ten television service depots throughout the metropolitan district, and expects to complete the job within six weeks. Until the adjustments have been made, owners of RCA sets will be able to receive telecasts with "a fair degree of satisfaction" it was said.

Alterations necessary were described as : (1) Deletion of the 44-50 mc. channel and addition of the new 60-66 mc. channel, now assigned to CBS; (2) modifications in receiver circuits to permit synchronization of 525-line images instead of the 441-line pictures previously transmitted; (3) conversion of the sound channel to accommodate the new requirements of FM sound transmission.

DuMont to Convert

Allen B. Du Mont Labs. are also planning to convert the Du Mont television receivers now in use, having arranged with their dealers to convert to the new standards all sets which the dealers deliver to them. Neither Du Mont nor RCA will make any charge to the set owners for this conversion service.

Du Mont announces it is resuming production of television receivers and has acquired additional factory space outside its own plant, which is "crowded with cathode-ray and instrument production as well as national defense contracts", the company reports.

Increased costs of labor and material have resulted in price increases in the receivers, averaging about 10%. Du Mont has opened sales offices on the 17th floor of 515 Madison Ave., New York, building whose top story, the 42d, is occupied by the company's television transmitter. Mark B. Lajoie is in charge of Du Mont receiver sales.

WXYZ's College Farm Reporter

PAUL RITTS, Michigan State College student, has joined the news staff of WXYZ, Detroit, as agricultural correspondent, with headquarters at East Lansing, Mich. Ritts has been associated with WKAR, the college station, as a specialist in agriculture. He handles a daily roundup of farm news used on the *Ford Farm Market Reporter*, heard Monday through Friday on WXYZ and Michigan Radio Network.

MORGAN ADDRESSES PACIFIC AD MEETING

COVERING 11 points of major interest to radio and advertising agency executives, Raymond R. Morgan, head of Raymond R. Morgan Co., Hollywood, is to be the principal speaker at the radio departmental meeting of the Pacific Advertising Clubs Assn. convention July 1 when Donald W. Thornburgh, CBS Pacific Coast vice-president presides. Hill Blackett, president of Blackett-Sample-Hummert, also announced as a speaker at the departmental, canceled his appearance.

Mr. Morgan

A roundtable discussion is to follow Mr. Morgan's talk. Participants include Mr. Thornburgh, representing national networks, with Wilbur Eickelberg, sales manager of Don Lee Broadcasting System, Hollywood, for regional networks. Others taking part will be William B. Ryan, sales manager of KPO-KGO, San Francisco, metropolitan city stations; Charles Storke, manager, KTMS, Santa Barbara, Cal., local stations; R. L. Philippi, advertising director of Union Oil Co., the advertiser, and Mr. Morgan representing advertising agencies.

The convention, which started June 29 and continues through July 3, is being staged at the Biltmore Hotel, Santa Barbara, Cal., with approximately 500 West Coast radio and agency executives in attendance [BROADCASTING, June 23].

Major Causes of Action Against RCA Dropped

JUSTICE AARON J. LEVY in New York Supreme Court on June 24 dismissed all major causes of action in the suit brought against RCA in 1939 by a group of the company's stockholders, alleging mismanagement by RCA officers and directors. A few issues still remain for trial, it was reported.

The court overruled contentions of the plaintiffs that RCA directors had settled previous stockholder actions in order to conceal certain acts which would become void through the statute of limitations. All references to acts of the company directors were ordered stricken from the complaint upon motion of counsel.

Omar Spots

OMAR Inc., Omaha (Omar Wonder Flour) on June 9 started 15 one-minute transcribed announcements weekly on WOW, Omaha; KOA, Denver and WHO, De Moines. Contracts run through July 4. Agency is Hays MacFarland & Co., Chicago.

DuMont Extends Contest

ALLEN B. DUMONT LABS. has extended its prize essay contest for another three months, until Sept. 1, in order to provide a still greater fund of practical information about cathode-ray tubes. Prizes of $100, $50 and $25 are offered, with fees of $10 paid for any papers published in the company's monthly *Oscillographer*.

Reserve Your Copy of
1941 Iowa Radio Audience Survey
NOW
Conducted by Dr. H. B. Summers of Kansas State College, the 1941 Iowa Radio Audience Survey is an authoritative study . . tells virtually everything you need to know about Iowa and Middlewest radio listeners' habits . . furnishes a means by which you can scientifically check almost all your advertising plans in this section.
Write for it. No cost or obligation.
Address Dept. B
STATION WHO
DES MOINES, IOWA

$40,000 RFC Loan Is Granted WRUL

Government Interest Hinted In Counter-Propaganda

REGARDED in some quarters as revealing a concrete Government interest in a counter-propaganda campaign to European countries, the Reconstruction Finance Corp. has authorized a loan of $40,000, in connection with the national defense program, to World Wide Broadcasting Corp., operating international shortwave stations WRUL and WRUW, Boston.

A bare announcement of the RFC loan was made June 17 by Federal Loan Administrator Jesse Jones, without explanation of its specified use, although the RFC later said it was merely an ordinary business loan for improvement of facilities and indicated no unique departure from RFC's business loan philosophy.

Program Grant

Reports that World Wide also had received a $200,000 grant from the Rockefeller Committee for the Coordination of Latin American Commercial & Cultural Relations were denied categorically in Washington at Rockefeller Committee headquarters. However, it was revealed the Committee early this year gave World Wide a $10,000 grant, to be used in producing programs for Latin America.

Whether the committee might later make such a grant to the noncomercial broadcasting company, to enable it to expand its educational broadcasting operations on an international scale, was not known, although it was understood an application for such a grant has been made. The House last Wednesday approved the Second Deficiency Appropriation Bill, carrying some $7,000,000 for the Rockefeller Committee, along with $3,000,000 more for contract authorizations. Presumably such a grant, if made, would come from these funds and could not be made until they are available after Senate approval. The report of the Rockefeller grant also was denied by Walter S. Lemmon, World Wide director.

Speculation followed announcement of the RFC loan that it was unusual for the Federal loan agency to lend funds to a strictly noncommercial venture whose income is derived from donations rather than business operations. This led to the belief in some quarters that perhaps the Government was helping with expansion of World Wide's service in anticipation of a concerted counter-propaganda drive, presumably on Europe as well as Latin Amercia.

No similar loan requests were revealed by the RFC from RCA, GE, Westinghouse, Crosley or CBS, all privately operating international shortwave stations. It is thought these private operations would be slow to ask the Government for financial aid, preferring to bear the entire burden themselves.

Young for Swartley

CHARLES S. (Cy) YOUNG has been appointed acting manager of Westinghouse stations WBZ and WBZA and the international shortwave station WBOS in Boston, according to Lee B. Wailes, manager of Westinghouse Radio Stations Inc. Mr. Young's appointment comes 24 years, almost to the day, from the time he entered Westinghouse service. He succeeds W. C. Swartley, who relinquished active managership of the Boston and Springfield stations when he was called to duty in the U. S. Army as a Lieutenant in the Ordnance Department. Swartley went to Boston from Fort Wayne, where he was manager of Westinghouse stations WOWO and WGL.

WMAL Transfer Is Asked by 'Star'

Newspaper Would Continue to Use NBC Capital Studios

TRANSFER of the license of WMAL, Washington, from NBC to the M. A. Leese Broadcasting Co., 100% subsidiary of the Washington Star Newspaper Co., lessor of the property to the network, is sought in an application filed last Friday with the FCC.

Under the contract, NBC would serve only as sales and program agent for the Blue Network outlet. S. H. Kauffmann, treasurer of the *Star* and president of the Leese Co., will become the directing head of the station.

Originally owned by the late M. A. Leese, of Washington, WMAL was assigned to NBC under lease in 1933. In 1937, the Leese Broadcasting Co. was acquired by the *Star*, one of the country's leading newspapers, but the operating arrangement was continued.

Under the transfer, the *Star* would become the licensee as well as the owner of the physical property of WMAL. The contract carries a 30-day cancellation clause on notice by either party. Existing combined studios of WRC, NBC-owned Red outlet, and WMAL, would continue to be used, but with provision made for compensation to the network and for supply of facilities to WMAL at the request of its management. Compensation would be paid WMAL on network programs, in accordance with the network's established sliding scale.

WMAL operates on 630 kc. with 5,000 watts fulltime. Termination of the lease, it is assumed, is being sought in the light of current regulatory conditions.

The agreement brought out that the Leese Corp. has pending before the FCC an application for an FM station, and that when and if this application is granted the company desires that the operation of WMAL and its FM station be "corelated and consolidated". It was brought out that the contract is in the nature of an interim arrangement, and that the *Star* plans to build its own studios for the two stations, as well as retain necessary personnel and equipment for program sales.

You said it, Mister—it takes personality to pull listeners, and that's just what WSAI has plenty of! Along with the swell NBC network stars, WSAI proudly points to such outstanding Cincinnati favorites as Peter Grant (famous newscaster), Rita Hackett and Marsha Wheeler (femininity features), Roger Baker and Dick Bray (baseball broadcasters). Personalities who play host to thousands of buyers—making The Winged Plug pet persuader for Cincinnatians' pocketbooks.

NBC RED AND BLUE—5,000 WATTS NIGHT AND DAY

WSAI CINCINNATI'S OWN STATION

REPRESENTED BY INTERNATIONAL RADIO SALES

START AT ONE HUNDRED SIX MILLION

.....and work down.

WMBG—the Red Network Outlet in Richmond covers the Richmond trading area like a tent. And here is what that trading area offers:

Annual retail sales.....	$105,950,000
Annual food sales.....	25,120,000
Annual average payroll — Camp Lee—Petersburg	6,000,000
Annual drug store sales..	4,442,000

WMBG offers you the Red Network audience—5000 watts daytime — 1000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.

National Representative—John Blair Company

WBT
50,000 WATTS
CHARLOTTE
CBS

BEHIND the MIKE

GERALD WADE, of NBC's international division English staff, has been granted a three-month leave to prepare for examinations to enter the diplomatic service.

BETTY G. BROWN, of KOA, Denver, general staff, and Rex Gilland of that city, were married June 14 in Lincoln, Neb.

CARL ERICKSON, formerly of WBBM, Chicago, has joined the announcing staff of WAAF, same city.

MARTIN BOUHAN, WKY, Oklahoma City announcer, was inducted into the service June 30.

HAL TUNIS, announcer of WFPG, Atlantic City, has been appointed publicity director.

JESS OPPENHEIMER, Jack Harvey and Richard Chevillet, Hollywood writers, have joined the writing staff of the NBC *Rudy Vallee Show*, sponsored by National Dairy Products Corp., (Sealtest). They replace Mel Frank and Norman Panama, now working on the Paramount Pictures film, "Snowball in Hell."

JOHN RIDER, Hollywood radio producer, and Grace Alworth, CBS receptionist, are to be married in early July.

JOHN C. SCHRAMM, program manager of WOV, New York, previously with NBC and WOR, has been named production manager of WBYN, new Brooklyn station.

EDWARD S. KING, of the Yale U dramatic department, has joined the production staff of NBC.

ANNAMAE DORNEY, formerly secretary in the Program Traffic Dept. of NBC, Chicago, has been named secretary to William Ray, manager of the NBC Central Division Press Department. Miss Dorney replaced Agnes Seward who has resigned after 12 years of service with NBC. A farewell party was given in Miss Seward's honor by NBC Chicagoans in the Sherman Hotel.

ERNIE SMITH, formerly of WTAQ, Green Bay, Wis., and progam director of WFHR, Wisconsin Rapids, has resigned to rejoin station WBIG in Greensboro, N. C.

LES (Rhubard Red) PAUL, guitarist with Fred Waring's orchestra, on Aug. 1 joins WJJD, Chicago, as musical director. He will replace Ben Kanter, who is resigning to devote his time to other radio interests. During the early part of June, Paul became the father of a baby boy.

JOHN HESS, writer of WGN, Chicago, has joined the Army.

BILL DAVIDSON, freelance writer, producer and announcer, heard on Pacific Greyhound's *Romance of the Highways* program on the Coast Mutual network and other commercial programs, resigned from his San Francisco positions to join the production staff of KHJ, Los Angeles, effective July 1.

JOHN E. KERR Jr., formerly of WICA, Ashtabula, O., has joined KOY, Phoenix, as announcer-producer.

DICK JOHNSON, formerly KOY, Phoenix, production director, has resigned to accept an eastern post.

WILBUR HATCH, CBS Hollywood musical conductor, has been assigned to the NBC program *A Date With Judy*, sponsored by Pepsodent Co. as a summer replacement for the *Bob Hope Show*.

DON HOOVER, new to radio, has joined the announcing staff of KIUP, Durango, Col. Richard Ellis, formerly of WDAK, West Point, Ga., also has joined KIUP as announcer-engineer.

STUART STEVENS, staff vocalist, CBS-WBBM, Chicago, inducted into the Army on June 13, has been appointed choirmaster at Camp Grant.

CHARLES HUNTER, announcer of WJW, Akron, O., on June 24 was inducted into the Army.

GEORGE HARTRICK, formerly of WTAM, Cleveland, has joined the announcing staff of WXYZ, Detroit. George Callison, of the announcing staff, has left the station preparatory to entering military service. Milton Guion, 17, heard on WXYZ's *Children's Theatre of the Air*, has joined the sound production staff.

BILL ARRINGTON, formerly of WGTC, Greenville, N. C., has joined the announcing staff of WGBR, Goldsboro, N. C.

DON BRICE, news editor of WKBN, Youngstown, will marry Jeannette Bachtold of KSAL, Salina, Kan., early in September.

WILLIAM MURRAY of the William Morris Agency has been named associate director of the *Treasury Hour* broadcasts to be heard on CBS from 9:00-10 p.m. (EDST) beginning July 2.

MEL VENTER, production manager of KFRC, San Francisco, has been chosen narrator for the latest Bank of America slidefilm production, recorded by Photo & Sound, San Francisco.

AUSTIN FENGER, editor of the *Farm Journal* on KSFO, San Francisco, has been named to the new San Francisco Chamber of Commerce Agricultural Committee.

JACK CAHILL, radio actor, has joined the announcing staff of KRE, Berkeley, Cal.

MORTON RITTLER, Buenos Aires broadcaster and newspaper reporter, has been named NBC correspondent in the Argentine capital, in recognition of the increasing importance of South America as a source of news. Rittler was formerly a staff member of the *Buenos Aires Herald* and has been heard from the Argentine on the NBC-Red *News of the World* series.

FRANK LUCAS, June graduate of Texas Christian U., has been added to the announcing staff of WBAP-KGKO, Fort Worth.

Meet the LADIES

MARY RUTH

AN EXTENSIVE theatrical background has made for the ever-growing success of Mary Ruth's *Hollywood Sound Stage* on WORL, Boston. She has the distinction of having studied under the late Prof. George P. Baker in his famous "Workshop" at Radcliffe College, and has spent several years with New England stock companies as ingenue, three consecutive seasons as leading lady with the Binghamton (N. Y.) players and two seasons with a Shubert musical extravaganza on Broadway. Mary came to WORL in 1938 with a series sponsored by Loew's theatres. From this series sprang her current show—a 15-minute feature of news, gossip, intimate chats and fashion highlights of Hollywood.

DAVID LEEDS, former newsman of WPEN, Philadelphia, has joined WAAT, Jersey City.

FRANK HART, formerly continuity writer of WLW and WSAI, Cincinnati, has joined WKMO, Kokomo, Ind.

NEIL K. SEARLES, formerly of WJBK, Detroit, has joined the announcing staff of WLW, Cincinnati, replacing Bill Frost, drafted.

RICHARD EATON, commentator of WINX, Washington, and former war correspondent and publisher of newspapers in France, has joined WOL, Washington, where he will handle a thrice-week commentary.

SAM B. SCHNEIDER, director of radio for Oklahoma A & M College, has joined WLW, Cincinnati, for one month to observe how WLW operates its service to the rural areas.

WDRC
CONNECTICUT'S PIONEER BROADCASTER
Summer Boom
Defense orders in Connecticut are the highest per capita for the United States. It's a wise time buyer who uses WDRC this Summer—to sell Connecticut's Major Market.
Basic CBS for Connecticut

WBNX NEW YORK
ONE OF NEW YORK'S BEST KNOWN STATIONS FOR IT'S *Intimate* PROGRAM APPEAL TO AMERICA'S LARGEST MARKET
5000 WATTS *Directional*
OVER METROPOLITAN NEW YORK

GEORGE MORGAN, formerly doing freelance work on the West Coast, has joined the announcing staff of WPID, Petersburg, Va.

LOWELL CARTWRIGHT, KHJ, Hollywood, announcer, is the father of a boy born June 12.

GEORGE EMMET, formerly NBC Hollywood announcer, has joined KMJ, Fresno.

BOB DOYLE, continuity writer of WGN, Chicago, on June 14 married Anne Ford, assistant to the educational director of CBS, Chicago.

WILL DOUGLAS, announcer of WKBN, Youngstown, is engaged to marry Clydine Cooper, vocalist with Red Norva's orchestra.

BETTY BRANGA, graduate of Stephens College, Columbia, Mo., now enrolled at Northwestern U, is an apprentice in the program department of WCCO, Minneapolis.

BERNARD JOHNSON, WCKY, Cincinnati, announcer, is the father of a boy, born June 21.

EARLE J. PUDNEY, formerly of WAGA, Atlanta, and WBML, Macon, has been appointed acting program director of WIOD, Miami.

MARVIN YOUNG, NBC Hollywood producer, on July 1 reports for duty in Washington as a major in the Army.

RICHARD HALL, CBS Hollywood writer, and Barbara Smith of the network's script department, will be married July 5.

BILL DAVIDSON, formerly of KFRC, San Francisco, on July 1 joins the KHJ, Los Angeles, production staff.

MAX ROBINSON, WHO, Des Moines, announcer, is the father of a girl, Patricia Ann, born June 18.

JOHN CANNON, formerly of WBBM, Chicago, has joined the announcing staff of WTMJ, Milwaukee.

LEONARD HOWE, WHO, Des Moines newscaster, and Ruth Meyer, WHO singer, were married recently.

JACK BERRY, recently with the Yankee Network and formerly vocalist with Jack Marshard's Orchestra, has been added to the announcing staff of WDRC, Hartford.

JON GOERSS, formerly of WJLS, Beckley, W. Va., WSLB, Ogdensburg, N. Y., and WAJR, Morgantown, W. Va., and Howard Black, formerly of WLS, Chicago, have joined the announcing staff of WMMN, Fairmont, W. Va.

JOE RIPLEY, formerly production director and chief announcer of WSLS, Roanoke, on June 23 joined WOR, New York, as an announcer and producer. Ripley was previously with WTIC, Hartford, WABC, New York, and WDBJ, Roanoke.

WOR, New York, which heretofore has not carried the MBS *Your Defense Reporter* program with Fulton Lewis jr., is now recording it Tuesday evenings for presentation at 11:30 p.m.

HIGH-WATER BROADCAST was presented by Millard Ireland, news editor of WREN, Lawrence, Kan., as the turbulent waters of the Kansas River overflowed June 13 covering thousands of acres of farmlands in the area, WREN special events crew covered the flood from atop the gigantic Bowersock Mill elevator at the power dam at Lawrence and on one occasion delivered a successful emergency appeal for volunteers when the dam was in danger of disintegration.

Big Fight Audience

THE Cooperative Bureau of Analysis reported that the radio audience listening to the Louis-Conn fight reached the second highest percentage for a sporting event, the all-time high having been reached June 22, 1938, when 63.6% of the set-owners interviewed reported hearing the Louis-Schmeling fight on both NBC networks. For the Louis-Conn bout, 58.2% of set-owners interviewed heard the broadcast on MBS, CAB reported. Slightly more than 65% of set-owners had their sets in operation during the 10-11:20 p.m. period, thus, about 88% of those listening while the fight was on reported listening to it.

Races on MBS Chicago

EXCLUSIVE network rights for all races at Chicago's Arlington and Washington Parks, from June 28 through Sept. 6, were secured by MBS. Guy Savage, WGN, Chicago, sports announcer, will present color and commentary.

Hanley INS Coast Chief

JOHN D. HANLEY, since 1923 with International News Service, alternating between the Los Angeles and San Francisco bureaus, has been appointed Pacific Coast division manager of INS. He succeeds Ralph B. Jordan, resigned. Mr. Hanley was San Francisco bureau manager when promoted, and in his new capacity will headquarter in that city and will have complete supervision of all Pacific Coast news coverage for radio and press, controlling the INS bureaus in San Francisco, Los Angeles, Sacramento, San Diego, Seattle and Portland. INS announced also the expanding of its staffs in Los Angeles and San Francisco.

Nets Sign Sports

EXCLUSIVE sport features signed last week by Bill Stern, NBC director of sports, for broadcast on NBC during a minimum five-year period include the annual Preakness race as well as all races at the Pimlico Race Course. Also signed for a five-year period by NBC is the Masters Gold Tournament, held annually at the Augusta National Golf Club. June 28 MBS started its coverage of turf events from Chicago's Arlington Park, the New York City Empire Course, Delaware Park and Suffolk Downs.

EDWARD R. MURROW, chief of the CBS European staff, has written the preface to a book of pictures showing Britain under fire, titled *Bloody but Unbowed*, to be published June 30 by Charles Scribner's Sons.

FCC Appoints Cottone Asst. General Counsel, Successor to Kennedy

APPOINTMENT of Benedict P. Cottone, chief of the litigation section of the FCC, to succeed James A. Kennedy, resigned, as assistant general counsel was announced June 25 by that agency.

In his new capacity as head of the common carrier division of the law department, Mr. Cottone will be assisted by Frank B. Warren and J. Fred Johnson Jr., who won promotions at the same time and who also were considered for the assistant general counselship. The vote on Mr. Cottone's elevation was 4 to 3, with Commissioners Case, Craven and Wakefield supporting the promotion of Mr. Warren. Mr. Warren will have general supervision of telephone matters and Mr. Johnson all matters other than telephone.

Mr. Cottone has had a varied experience in common carrier regulation having participated in legal activities at the FCC, Federal Power Commission anti-trust division of the Department of Justice and Civil Aeronautics Authority. During the last 19 months Mr. Cottone has assisted in FCC cases pending in the Supreme Court and the Court of Appeals.

Born in New York City April 27, 1908, Mr. Cottone graduated with honors from Cornell U in 1930 and from Yale Law School three years later. For a time he was assistant to William O. Douglas, now Associate Justice of the U. S. Supreme Court.

WJHP
N·B·C BLUE
Summertime is a busy time for Jacksonville. Get your share of this business. Make WJHP a must.
R. C. WELLS, JR., General Manager
Represented nationally by JOHN H. PERRY ASSOCIATES
500 N. Dearborn St. N. Y. OFFICE
CHICAGO DETROIT ATLANTA PHILADELPHIA
WJHP
JACKSONVILLE FLA.

COVERAGE
CJOR's 1000 Watts on 600 K.C. are doing a "real job" for our scores of leading national accounts.
CJOR
Vancouver, B. C.
National Representatives
J. H. McGillvra (U. S.)
H. N. Stovin (In Canada)

"On the Fence" ABOUT PORTLAND RADIO STATIONS?

Nora Lou, heard on "Grandpappy and His Pals", produced weekly by KEX for NBC BLUE.

USE KGW and/or KEX
● It's easy to select the best radio stations in Portland, Oregon they're KGW and KEX, the radio stations of The Oregonian, "the great newspaper of the West."
A ready-built responsive audience and full coverage of the rich, populated area surrounding Portland, which is listed among 25 U.S. cities where retail business has increased most the past six months.
KGW 620 KC 5000 WATTS DAYS 1000 WATTS NIGHTS NBC RED
KEX 1190 KC 5000 WATTS CONTINUOUS NBC BLUE
National Representatives EDWARD PETRY & CO. Inc.

Transfer of FCC Under Discussion

But Move to Another City Is Merely a Matter of Rumor

POSSIBILITY that the FCC, or at least part of its personnel, may be moved from Washington to some city in another part of the country is seen in the rapidly developing sentiment for decentralizing the Federal Government's capital establishment to provide office space for mushrooming defense agencies.

Although no definite move is afoot to move the FCC, it is included among the four or five agencies to which the finger most often points as possible candidates for transplanting.

Regarded as a likely solution to the problem, in the face of strong Congressional opposition, is the moving of the many regional offices quartered in Washington, without disturbing the bona fide national offices. It is estimated there are in Washington about 13,000 federal employes working in field offices. If these are moved elsewhere, it is felt plenty of space will be made available for defense agencies without bothering much about the other Federal offices.

The Budget Bureau, which handles such matters, recently circulated to all agencies in the executive branch of the Government, including the FCC, memoranda asking for their views on the possibilities of moving.

Asked about the reported possibility of a transfer of the FCC, Chairman James Lawrence Fly at his conference last Monday indicated that the FCC in answering the Budget Bureau's memorandum "didn't do anything to encourage the idea" of moving from Washington. It is generally regarded that the FCC and Defense Communications Board's close tieup in the defense program would be a point in favor of retaining headquarters in Washington.

ART OF CONTESTING

WTIC Series Gives Low-Down On Prize Getting

SUCCESSFUL RADIO contestants, a whole host of them, representing almost every section of New England marched into Elizabeth Park, Hartford, June 18 to frolic and exchange Munchausen tales come true. It was the first annual picnic of the WTIC Contest Club of the Air which was started a year ago by Mrs. A. Sherman Hitchcock of Hartford, herself an outstanding contest winner who has to her credit over 100 "blue ribbons" which represent two winter cruises, cash prizes amounting to over $2,000 among others.

To recruit new members for the club, Mrs. Hitchcock conducts a program, *How to Enter Contests and Win*, calling attention to new contests starting on WTIC each week. She gives the name of the sponsor, the product advertised, advice on how to prepare entries, etc.

The Contest Club numbers about $2,500 members. Every month a luncheon is held at the Hotel Bond in Hartford. Prominent speakers brought from New York and other cities address the club on the principles of contesting.

Harry Gilman Named

HARRY GILMAN, formerly New York talent coach, on May 20 joined the Chicago office of Erwin Wasey & Co. as radio director. Before devoting his time to teaching and coaching radio talent Mr. Gilman was production manager of WGN, Chicago. Mr. Gilman is a violinist, having toured Europe. He replaced Garrett Hollihan resigned.

Furniture Chain Spots

SKINNER FURNITURE Stores (chain in West Georgia and East Alabama) has signed for six spot announcements daily on WDAK, West Point, Ga.; WLAG, LaGrange, Ga., and WJHO, Opelika, Ala.

Ronzoni Using Radio

RONZONI MACARONI Co., New York, has started on WOR, New York, a three-a-week five-minute morning series called the *Singing Chef*, featuring Happy Jim Persons (Irving Kaufman). Company has also started on WOR participations on *Dear Imogene* program. Piedmont Agency, New York, handles the account.

NAB MEMBERSHIP IS WITHDRAWN BY WOL

CHARGING the NAB with "undemocratic treatment" in the publishing of reports dealing wtih the chain-monopoly hearings before the Senate Interstate Commerce Committee, William B. Dolph, general manager of WOL, Washington, and a member of the association's legislative committee, last Thursday announced his resignation from the trade association.

The station is the fifth affiliate of MBS to resign since the NAB convention in St. Louis last May, at which the cooperative network broke completely with NAB both on the chain-monopoly matter and on renewal of ASCAP performing rights contracts.

Other MBS outlets which have resigned include WOR, New York; WGN, Chicago; KHJ, Los Angeles, key of the Don Lee Network; and WFBR, Baltimore, the latter now an NBC-Red outlet which will join MBS in October. In addition, KGIR, Butte, operated by Ed Craney, and KFPY, Spokane, operated by T. W. Symons Jr., associate of Mr. Craney, resigned shortly after the convention. KSTP, St. Paul, headed by Stanley Hubbard, and WTMJ, Milwaukee, of which Walter J. Damm is managing director, also submitted their resignations several weeks ago.

Erwin, Wasey Changes

ERWIN, WASEY & Co., New York, enlarging its radio staff, has appointed Joe Brattain, formerly a music director of WLW, Concinnati, and Lee Bendheim, formerly of News-Journal Co., Wilmington, as production supervisors. In a transfer of positions, Gib Supple has moved from radio traffic to production, as has Albert D. Lawrence, formerly in the research department. Felix Sutton, formerly of Brown & Thomas, New York, has joined the staff as commercial copywriter.

Ward to Name Agency

WARD BAKING Co., New York, will select an agency within the next two months, according to V. P. McKinnie, newly appointed advertising manager. Sherman K. Ellis Inc., New York, which has been directing the company's advertising, has resigned from the account.

KGBX, Springfield, Mo., on July 15 will bcome a basic supplementary outlet for both the NBC Red and Blue networks. Currently KGBX, operating on 1260 kc., 5,000 watts, is available as a supplementary outlet, with the Red and Blue Southwestern groups.

New Western Link Of AT&T Granted

Will Complete Cable Designed To Aid Radio Programs

NEW LONG-LINE facilities which will assure better network facilities in Western United States were authorized June 24 by the FCC when it approved construction of the last $7,400,000 link in the first transcontinental telephone cable.

Approval of the joint application of the American Telephone & Telegraph Co., the Pacific Telephone Telegraph Co., and the Bell Telephone Co. of Nevada will permit a speedy completion of the $20,000,000 coast-to-coast project undertaken to insure a trouble-proof "speechway". The final unit will be the installation of twin cables between Salt Lake City and Sacramento.

Special facilities for network program transmission will be provided by two or three adjacent carrier channels combined to give a single high-quality program channel. By employing a "K" type of carrier system, two 50-pair cables, with each pair capable of handling six simultaneous telephone conversations, will have an ultimate capacity more than twice as great as one of the 300 pair cables now in operation.

Unlike the old lines which are above ground and exposed to the elements, the new dual cables will be "plowed under". When the new cables go into operation there will be few if any program interruptions due to line-breaks. In addition better program-reception in the West is assured, for the new cables will utilize an 8,000-cycle band for programs—the same as now used in the East.

Since present western facilities for transcontinental telephone traffic between eastern and western portions of the country, as well as intermediate points, are taxed to the limit, there often are delays in getting long-line facilities. Provision has been made to add new carrier systems to insure maximum service.

IT'S BIG!

The MAGIC CIRCLE

SOON—
5000 richly laden watts night and day to serve the Magic Circle — richest and most populous in all the Southeast!

Columbia Broadcasting System affiliate.

EDNEY RIDGE DIRECTOR

WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY · CO., NAT. REP.

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

for
INTENSIVE COVERAGE
of the
SOUTH'S 7th CITY
among the 100,000 or more group for per capita
effective buying income
use
KTBS
SHREVEPORT, LA.
1000 WATTS • NBC
The Branham Co. — Representatives

in the CONTROL ROOM

PRIVATE CHARLES DAVIDSON, on leave from the engineering staff of WOR, New York, has been assigned by officials at Fort Dix to handle the P. A. system and other sound technicalities for the Billy Rose show which will tour various Army camps in the South.

ARTHUR SCHOENFUSS, formerly a CBS engineer and now a private in the Army at Camp Wheeler, Ga., in the public relations office, posted the highest rifle score in the camp this month with a total of 191 out of a possible 200.

EDGAR DISCHER, graduate of Port Arthur Radio College, Port Arthur, Tex., has joined the engineering staff of WCBI, Columbus, Miss.

PHIL GULLEY, formerly of WAPI, Birmingham, WJDX, Jackson and WAML, Laurel, Miss., has joined WCBI, Columbus, Miss. as announcer-artist-writer.

BOB WALKER, formerly of KLS, Oakland, and Jim Brown, formerly of KRE, Berkeley, have been added to the technical staff of KGEI, General Electric shortwave station in San Francisco.

ARTHUR DENISCH, for the last 20 years associated with radio and communication work, has been added to the engineering staff of WBAL, Baltimore.

EARL SORRENSON, NBC Western division maintenance engineer, Hollywood, is the father of twin girls born June 18.

HAL DIEKER, Frank Pittman and Stanley Radom, NBC Hollywood sound effects engineers, will appear in a radio sound sequence of the MGM film, "Whistling in the Dark", now in production.

HOWARD ENYARD, formerly stationed at the WLAW, Lawrence, Mass., transmitter in Andover, has been transferred to the studios in Lawrence.

ROBERT TURNER, formerly with the Iowa Radio Corp., has joined the research laboratory of WHO, Des Moines.

THOMAS F. VAN ALSTYNE, formerly of WDNC, Durham, N. C., has joined the engineering staff of WIBX, Utica, N. Y.

BARRETT SCHILLO, of the engineering staff of WGN, Chicago, on June 15, reported for duty in the Naval Reserve at the communication school in Indianapolis.

RALPH RUNGREN, of WDMJ, Marquette, Mich., will join the U. S. merchant marine as radio operator.

The Northwest's Best Broadcasting Buy

WTCN

AN NBC STATION

MINNEAPOLIS ST. PAUL

Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.

FREE & PETERS, INC. — Natl. Rep.

NOW THEY LOOK LIKE THIS

See page 16

PHOTOGRAPHS ON PAGE 16 in the same (l to r) order show: **1. John Livingston**, Pacific Coast manager of International Radio Sales, who was a pilot with the 90th Aero Squadron on the Meuse and Argonne fronts. **2. Theodore F. Allen**, commercial manager of the new WCFI, Pawtucket, R. I., pictured in an old Curtis J-N 4 while training at Souther Field, Ga. **3. John C. Roberts**, manager of KXOK, St. Louis, who drove an ammunition truck in France before the U. S. entered the war, then won a commission as ensign in the U. S. Naval Air Service.

Shirer's Saga

(Continued from page 16)

ing from a word, a phrase, a sentence, a paragraph or their juxtaposition, all the benefit I can.

"But the Nazis are on to me. For some time now my two chief censors from the Propoganda Ministry have been gentlemen who understand American as well as I. . . . And the Foreign Office and Propaganda Ministry keep receiving reports from the United States . . . that I'm getting away with murder and must be sat upon."

He Gives Up

Announcing his decision to return to America in December, his Oct. 15 entry sums up the censorship situation as follows:

"I think my usefulness here is about over. Until recently, despite the censorship, I think I've been able to do an honest job of reporting from Germany. But it has become increasingly difficult and at present it has become almost impossible.

"The new instructions of both the military and the political censors are that they cannot allow me to say anything which might create an unfavorable impression for Nazi Germany in the United States. Moreover, the new restrictions about reporting air attacks for you either to give a completely false picture of them or to omit mentioning them altogether.

"I usually do the latter, but it is almost as dishonest as the former. In short, you can no longer report the war or conditions in Germany as they are. You cannot call the Nazis 'Nazis' or an invasion an 'invasion.' You are reduced to re-broadcasting the official communiques, which are lies, and which any automaton can do.

"Even the more intelligent and decent of my censors ask me, in confidence, why I stay. I have not the slightest interest in remaining under these circumstances. With my deep, burning hatred of all that Nazism stands for, it has never been pleasant working and living here. But that was secondary as long as there was a job to do. No one's personal life in Europe counts any more, and I have had none since the war began. But now there is not even a job to do—not from here."

TO IMPROVE shortwave transmission to Europe, CBS has dropped the 17830 kc. frequency and substituted one of 15270 kc. for WCBX, New York, 8 a.m. to 1 p.m. The 15270 kc. channel is also used from 1 to 6 p.m. by WCAB, Philadelphia, for its Latin American broadcasts. Other schedules of the two international transmitters remain the same.

Educational FM Station Is Awarded San Diego

AUTHORIZATION for a new noncommercial educational broadcast station in San Diego, Cal., was given June 25 when the FCC issued a construction permit to the San Diego Unified School District for an outlet on 42.3 mc. employing FM emission with a power of 1,000 watts.

Service to 55 units in the district will be given the San Diego school system through rebroadcasts to specific classes or schools of recorded programs of an educational or historic nature or other activities as presented by classes in the school system. Training in communications will be provided. The cost is estimated at about $6,000. Proposed transmitter location is at 348 W. Market St., San Diego.

WOR's FM Plans

A NEW AND ADVANCED type of 10 kw FM transmitter, incorporating the latest development in FM design, will be installed this summer at W71NY, FM station of WOR, New York. The new transmitter will reduce the distortion of high frequencies, which is said to have been difficult to avoid with previous FM techniques. Most novel improvement is the grounded-plate amplifier, a circuit recently invented at Bell Labs., which allows simple and efficient air-cooled amplifier tubes to be used without the large losses and the high capacity-to-ground that has handicapped their previous use.

WOR Shelves Facsimile

AN INDEFINITE postponement of facsimile broadcasting by WOR, New York, has become necessary because of the station's new all-night show, but will continue as soon as the FCC grants WOR a new frequency for facsimile operations. If and when the license is granted, the station will operate on 26.3 megacycles with a 100 watt transmitter, located in the same building as WOR's FM station.

REL

FM's PIONEER MANUFACTURER

Are You Substituting Experimenting For Experience?

REL has years of experience in building and operating all types of high fidelity, wide swing, phase shift modulated FM equipment — from speech input to antenna — with qualified engineers to supervise installation with results guaranteed!

RADIO ENGINEERING LABS., INC.

Long Island City, N.Y.

WFMJ
Youngstown's Favorite Station
A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown district.

Oil Brings Gold to
ILLINOIS
Oil gushers are daily increasing the wealth of the already rich WSOY area. Oil, soy beans, abundant grain crops and hundreds of manufacturing plants give this area ALL the characteristics of an active, responsive test market.
250 WATTS • FULL TIME • 1340
Sears & Ayer, Nat'l Reps.
DECATUR, ILLINOIS
WSOY

A MONEY MAGNET!
WAIR advertisers CASH IN on the magnetic force we've built in this money-making, money-spending territory. Better hurry up and JOIN—
WAIR
Winston-Salem, North Carolina
National Representatives
International Radio Sales

Showmanship THAT WINS Intermountain Audiences
KDYL
The POPULAR Station
NBC RED NETWORK
JOHN BLAIR & CO

Lambertson Gets Rebuke in House

Rep. Sacks Blasts Refusal to Withdraw Radio Charges

CHARGING malice and misstatement on the part of Rep. Lambertson (R-Kan.), Samuel R. Rosenbaum, president of WFIL, Philadelphia, and chairman of IRNA, last Tuesday publicly released the file of correspondence between himself and Rep. Lambertson in which he repeatedly denied that WFIL had refused to give broadcast time for a Philadelphia appearance by Charles A. Lindbergh, non-interventionist leader.

When the Congressman had failed to correct the accusation he had made in the *Congressional Record* several weeks ago, despite recurrent denials by WFIL, Mr. Rosenbaum accused Rep. Lambertson of "crawling behind your Congressional immunity".

Sacks Comments

Without mentioning him by name, Rep. Sacks (D-Pa.) in comments on the House floor last Thursday, also excoriated Rep. Lambertson for his refusal to publish a correction in the *Record*. Calling attention to the denials of Mr. Rosenbaum and Dr. Leon Levy, president of WCAU, also accused of refusing to deal with the America First Committee, Rep. Sacks declared:

"I question the responsibility of any member of this House who will not publicly acknowledge the untruth of a libel which he sponsors. Such member is under deep obligation, not only to the individuals I have mentioned but to the country as a whole and to this House, which gives him the privileges under which these statements were made, to acknowledge the false accusations made in his statement of May 27."

The Lindbergh Philadelphia incident for several weeks has been bandied about in Congressional circles and the public prints. Rep. Lambertson's original accusation, charging failure to sell time for spot announcements publicizing the America First rally as well as refusal to broadcast the Lindbergh speech from the rally, extended not only to Mr. Rosenbaum and WFIL, but to WCAU and Dr. Leon Levy, WCAU president, and KYW [BROADCASTING, June 2].

The WCAU situation came up for comment during Senate hearings on the White Resolution, with Dr. Levy explaining in a telegram the matter from WCAU's point of view.

Declaring that WFIL not only had broadcast the Lindbergh speech, but also had given free spot announcements, as was done for another address by Mayor F. H. LaGuardia, of New York, speaking for the other side, Mr. Rosenbaum categorically denied the Lambertson accusation and requested a correction in the *Record*. Upon Rep. Lambertson's failure to publish the correction, Mr. Rosenbaum emphasized that his main interest was to defend the radio industry from unwarranted attack and unearned abuse.

JOHN B. MORSE, a vice-president of Blackett-Sample-Hummert, Chicago, was ordered to active duty as a lieutenant in the Navy, effective June 23, and assigned as assistant public relations officer for the Ninth Naval District.

Grisham to Purina

CHARLES GRISHAM, winner of a WLW farm scholarship in 1938, and since that time a member of the WLW agricultural department, took charge of radio advertising of Purina feeds June 23. He is a member of the promotion department of the Ralston-Purina Co., St. Louis, in direct charge of all the radio shows sponsored for Purina feeds. When he won the WLW scholarship, Grisham was graduating from the agriculture college at Alabama Poly. His home is Athens, Ga. Grisham will be succeeded as assistant farm program director of WLW by Merton Emmert, another 1938 winner from Iowa State College. Emmert has been a member of the WLW continuity department.

Mr. Grisham

DeLaney Heads WTAT

C. GLOVER DELANEY, since September, 1938, commercial manager of WTHT, Hartford, has been named manager of the station. Before joining WTHT, he was commercial manager of WESG, Elmira, N. Y., and has had wide experience in radio and practically every phase of station operation, having served in stations in Syracuse and Williamsport in various capacities. Mr. DeLaney was born in Elmira, attended Notre Dame U and was graduated from Hobart College in 1933. He is married and has two daughters.

Mr. DeLaney

NBC Furnace Series

HOLLAND FURNACE Co., Holland, Mich., on July 17 starts a half-hour summer variety show, *The Housewarming*, on a coast-to-coast NBC-Red network, Thursdays, 7-7:30 p.m. (CDST). As BROADCASTING went to press the exact number of stations to be used had not been determined. The series will present Don McNeill as m.c., Benny Goodman's orchestra with guest singing groups and big name stars. Each week's broadcast will be presented as a housewarming party at the home of the guest of the week. The initial broadcast will take place, in fancy, in the home of Dorothy Lamour. Program will originate in the Goodman Theatre, Chicago. Contract is for seven weeks. Agency is Ruthrauff & Ryan, Chicago.

Quin Ryan to Freelance, Resigning From WGN; Dennis Heads Publicity

QUIN RYAN, for 24 years with the *Chicago Tribune*, and for the last 17 years manager and chief announcer of WGN, Chicago, on June 23 left the station to open his own office as a freelance. Mr. Ryan joined WGN in 1924 and began experimenting with the broadcasting of special events, some of which were the Illinois-Pennsylvania football game in 1925, the Nebraska-Notre Dame game, the Kentucky Derby, the Indianapolis races, the World Court debates in the Senate in 1926, and the Dempsey-Tunney fight in 1927. Broadcasting and Ryan made history with these shows.

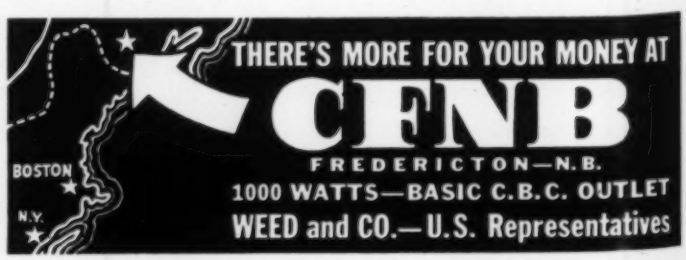
Mr. Ryan

Appointment of Bruce Dennis, publicity director of WGN, Chicago, as special events director of the station was announced last Tuesday by Frank P. Schreiber, WGN manager of operations. He will continue as publicity director. Formerly in newspaper work, Dennis joined WGN in September, 1940. Numerous new defense and Army broadcasts are planned by the station, among them a new weekly series, *Your Army*, and Dennis has announced that the WGN mobile unit will be used extensively as the new special events programs develop.

Linton Joins KFBI

RAY LINTON, formerly a station representative in Chicago and New York, has joined KFBI, Wichita, as national sales manager, succeeding Fred Allen, who left recently for the Pacific Coast. Mr. Linton started in radio on WIBO, Chicago, now WIND, Gary, and afterward was with WBBM, Chicago, and John Blair & Company. In 1935 he formed his own station representative organization, but disposed of the business in 1938 to make a study of Latin American stations and methods. Upon his return, he entered into the talent field in New York, handling national and spot transcribed programs until recently.

Mr. Linton



FACTS ABOUT WKRC AND AFRA

Sponsors, Advertising Agencies, Radio Stations and Networks:

Do not be misled by misrepresentations and half-truths.

CONSIDER THESE FACTS!

WKRC's Record

1. New management has increased wages, improved working conditions, and increased employment for radio artists. (Contrary to misleading claims of AFRA, only WLW in the Cincinnati area has an AFRA contract.)

2. Recognized rights of its employes to select representatives and offered to have Labor Board elections for this purpose.

3. Offered to arbitrate differences.

4. Offered to permit outcome of NLRB election to determine shop provisions.

5. Offered to accept verbatim terms of contract signed by AFRA with KYW.

6. Offered to accept full AFRA shop for all artists to be effective when competitors sign similar contracts with AFRA.

7. Offered to accept AFRA shop for two of three classifications of artists.

AFRA's Record

1. Forced a strike against the will of the overwhelming majority of staff artists. Only 4 out of 17 on strike.

2. Refused to have labor board elections.

3. Refused to arbitrate.

4. Refused to permit NLRB elections.

5. Refused to sign this contract.

6. Refused this offer although it has but recently made a similar deal with a more powerful station in a larger market.

7. Refused, although AFRA has recently signed a similar type of contract with other stations.

AFRA called this strike against the wishes of the everwhelming majority of the staff artists of WKRC, only four of whom are on strike. AFRA has resorted to threat and intimidation to force out all artists. The NLRB has not made any findings against WKRC. In an effort to defeat an NLRB election of WKRC artists, AFRA recently in desperation filed charges, which disproved, should have been filed weeks ago. WKRC denies these charges and will prove them false.

Again in desperation AFRA now threatens illegal boycotts of advertising agencies producing network shows in New York, Chicago, Los Angeles and elsewhere. This dictatorial, undemocratic and illegal procedure, if successful, will place advertisers, affiliates and employes at the mercy of a few paid AFRA organizers, because by threatening to eliminate chain programs, these organizers can compel the affiliates and their employes to bow to their will even though that will is unfair to the employes, the public and the stations. Consider these facts and then determine who has been unfair and unreasonable.

Since the strike was called, WKRC's billings have increased at the rate of $1,000 per month, new bookings have more than offset the only minor suspensions of accounts.

(Signed) **General Manager, WKRC**
HULBERT TAFT Jr.,

Studio Notes

WIOD, Miami, last week presented a full hour of entertainment, including the best talent that has appeared on the station's amateur program during the last few months, before an audience of naval reserves, naval air cadets, enlisted sailors and naval officers. This was the first of a series of benefit programs for members of the armed forces in the Miami area.

WTAG, Worcester, has revived the *Radio Theatre Matinee* with the reopening of summer theatres near Worcester. The program introduces stage and screen celebrities heading the cast at the Westboro Town Hall Playhouse. Interviews are conducted by Dorothy B. Robinson, manager of local sales and former stage star.

WPTF, Raleigh, has joined the patriotic Red, White and Blue Network, in cooperation with the Morale Branch of the Army. In a program, known as *Red, White & Blue Time*, heard 5:30-6 every morning, request music is played, publicity to camp activities given, humorous stories of military life sent in by the soldier related and birthday announcements and messages to the folks or girl-friend read.

BEARING GREETINGS from Gov. Dwight H. Green of Illinois to the Gov. Ernest Gruening of Alaska, Todd Hunter, WBBM-CBS newscaster, enplaned June 22 on a 6,656-mile air odyssey. In addition he will present Gov. Gruening with a gavel made from two pieces of wood closely associated with Abraham Lincoln's life.

KVOX, Moorhead, Minn., during week of June 9, opened its new "Offistudio" in Fargo, N. D. The Offistudio serves as the Fargo commercial office and is equipped to originate speech broadcasts.

CJRC, Winnipeg, has started building new studios and offices in the Winnipeg Free Press Bldg. The station will occupy the entire third floor, and special acoustic construction has been necessary to overcome vibration from presses in the basement. Included is a large studio seating 200, with glass enclosed demonstration kitchen at rear of the stage, a concert studio and two smaller studios, as well as a dozen offices, large public reception hall, and artist lounge. The station expects to move into the new quarters by mid-September.

WRVA, Richmond, broadcast sessions of the Institute of Public Affairs at the U of Virginia. Among those interviewed were Louis Fischer, author of the best-seller *Men & Politics*, William L. Shirer, CBS commentator; Quincy Howe; Prof. William Yandell Elliott of Harvard, and James R. Young, former INS Eastern director.

WHIO, Dayton, is featuring an airport show daily, titled *Wings Over Dayton*. Announcer Dale Munier meets the TWA and American Air Lines planes at 5:20 p.m. and interviews the passengers who are arriving or leaving. Since Wright and Patterson Fields are within a few miles of Dayton, aircraft manufacturers and Army aviation experts are always on hand to lend weight to the show.

KOB, Albuquerque, NBC-Blue affiliate now operating on 50,000 watts, on July 15 will increase its evening hour rate from $120 to $160.

SIGNAL CORPS school wherein boys are taught all branches of communications is being sponsored by WFIL, Philadelphia, in conjunction with its *Kerry Drake of the Signal Corps* script show, written by Harold Rosinsky, of the *Philadelphia Record*.

THE Saturday matinee edition of the *Farm Journal* conducted over KSFO, San Francisco, by Austin Fenger, is going on a tour of county fairs during the summer.

IT WAS LADIES' DAY at WDOD, Chattanooga, June 15. That day, dear children, was Father's Day, and WDOD gave its daddies the day off to sit home relaxed while the women of the staff took over. Preparing an *Esso Reporter* broadcast that day are Flo Gullickson (left) and Dorothy Week McCurdy, WDOD program director.

Egolf: Rassler

AS PRESIDENT of the Tulsa Ad Club, Willard Egolf, commercial manager of KVOO, was to pass out the $850 in prizes awarded at the club's recent picnic. Jokingly he remarked to the picnic crowd that perhaps someone present would like to wrestle him for the assignment. Out of the 120 members and guests strode a stranger, about 6 feet 3 and 200 pounds. He wanted to wrestle, just for the fun of it. Egolf, 6 feet 2 himself and weighing 197, arose to the challenge and pinned the stranger—and made the awards after the match. Joke was that the stranger, Ross Crenshaw, Dallas representative of the Texas Co., turned out to be Egolf's guest, who came with another party at Egolf's invitation.

WBBM, Chicago, in cooperation with the Farm Credit Administration, has inaugurated a weekly quarter-hour transcribed dramatic program titled, *Life & the Land*. The broadcasts are prepared by the Farm Credit Administration to depict important incidents in the progress of American agriculture.

WLS, Chicago, has incorporated a five-minute feature titled, *Reveille*, into the early *Smile-A-While* program which is directed toward recruits in Army camps throughout the station's coverage area. The feature includes a take off on the bugle call and the awakening of sound sleepers in the camps, reading letters from boys in the service and any humorous angles that come up in correspondence with the soldiers.

A WORKSHOP in broadcasting will be held at Mills College, Oakland, Cal., July 21 to Aug. 8. Lecturers and consultants include: Marie Houlahan, CBS; William Pabst, manager of KFRC; Arnold Marquis, KPO-KGO; Jennings Pierce, Western Division, NBC; J. C. Morgan, San Francisco schools.

KFYR, Bismarck, N. D., has announced acquisition of an International diesel motor for emergency operation when main power sources fail and is erecting a 346-foot self-supporting, directional antenna near the present tower to be used only at night when KFYR goes on fulltime 5,000-watt operation. Phasing and terminating equipment used with the directional is RCA.

NINE MEMBERS of the staff of CJRC, Winnipeg, are on active service with the Canadian army and air force. Latest to go on active service are Lieutenants Jack Thompson of the announcing staff, Harry Harrod of the continuity department, and Claude Olson of the sales department. They are in the Royal Canadian Army Service Corps. Five members of the staff are in Canada's Reserve Army. Capt. P. H. Gayner, Lieut. Don. Duncan, Cpl. Ev. Dutton, Pvt. Jack Kemp and Pvt. Jim McRae.

KEYS, Corpus Christi, Tex. is broadcasting a half-hour quiz show direct from the world's largest naval air station, 15 miles from the city. Titled *Happy Landings*, the program is sponsored by a local department store, which gives a gift to all participants.

KOY, Phoenix, has built two additional studios to its present layout and has added a new wing to the KOY building for the accommodation of the new production offices.

KMOX, St. Louis, is broadcasting more than four programs weekly featuring top military officials and Army activities in the local area. Headlining is the weekly public affairs program *Youth Answers the Call*, which is built around activities in training camps throughout the St. Louis area. In addition, the station carries many network military broadcasts.

WBAL, Baltimore has extended its farm service facilities to further serve listeners in the rural districts of the Central Atlantic States. Added to its other farm features, John Zufall, farm program director, will conduct a new series of fifty-five minute broadcasts to be heard daily except Sundays.

WCFL, Chicago, recently presented its *Hour of Opportunity* program from the Great Lakes Naval Station auditorium with the boys in services as sole contestants. One of the features of the program was a 100-voice choral group. Since the Navy had charge of the presentation, Rubin's, Chicago clothing store, eliminated all commercials.

5,000 WATT COVERAGE
1,000 WATT RATES!

The 1/2 MV area of WHBF on 5,000 watts is a booming defense and rich agricultural market. Check the facts.

Population of ½ MV area	1,741,443
Retail Sales	$561,410,000
Per Capita Sales	$322
Industrial Workers	85,687
Industrial Payrolls	$98,616,160

AND IN THE TRI-CITIES (ROCK ISLAND, DAVENPORT AND MOLINE) ALONE . . .

Population	175,000
Retail Sales	$73,093,000
Per Capita Sales	$417
Industrial Workers	35,000
Industrial Payroll	$24,102,074

This is a vigorous, growing market! The increase in employment and production grows before the ink is dry. WHBF keeps pace with the upswing, still offers *concentrated 5,000 watt coverage at former 1,000 watt rates*. Take advantage of this opportunity to stretch your advertising dollar in and around the Tri-Cities, home of the Nation's Largest Arsenal.

Write for the
NEW WHBF FILE FOLDER AND STATISTICAL BROCHURE

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outlet
FULL TIME 1270 K. C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

IN BALTIMORE IT'S WFBR
NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.
ON THE NBC RED NETWORK

WQXR, New York, on June 21 extended its operations, broadcasting continuously from 7 a.m. to midnight daily and 8:30 a.m. to midnight Sundays. Later this summer, the station will increase its power from 5,000 to 10,000 watts, modifying its transmitter at Maspeth, Long Island. WQXR also has taken some additional space at its 730 Fifth Ave. address for new studios, control rooms and offices.

KFBC, Cheyenne, Wyo., has obtained exclusive broadcast rights to Frontier Days, famed rodeo of the West, and under the sponsorship of the Frontier Refining Co. will carry more than 30 programs. Larry Bloom, sportscaster of KFBC, will handle broadcasts of the festivities scheduled for July 22-27.

KFAR, Fairbanks, Alaska, is presenting a new program, *That Was The Time*, which presents parallels of the current days' news that occurred 30 or 40 years ago. Music of days gone by is used to lend color to the revived news accounts. The Bank of Fairbanks is sponsor.

WCBI, Columbus, Miss. was honored recently when the street just outside the main studio was renamed "Radio Street." Telephone and telegraph companies have cooperated with the station in clearing the main entrance to WCBI of all unsightly wires, poles and supports.

KHUB, Watsonville, Cal., recently opened studios in nearby Santa Cruz, ocean-side resort town, for special event pickups during the summer season, including the big name dance bands from the Hotel Casa Del Rey. Same station also recently started a new quiz program, originating in the Fox Theater, Watsonville.

WMT, Waterloo, Ia., will build a radio house this summer. As construction on various part of the building materializes an announcer visits the spot and gives a detailed story of the work. When the house is completed it will be sold. The idea back of the construction is to inform people of the methods of current home building. Various sponsors are bank-rolling the broadcasts.

WTOL, Toledo, under the direction of Bob Ingham, sportscaster, is promoting an all-star game for the Knot Hole League as a preliminary to the Toledo-Louisville game Aug. 4. Bob is donating a 20-inch baseball trophy for the most valuable knothole player under 16.

ALL PERMANENT staff members of WPID, Petersburg, Va., were handed an extra week's pay on June 24 as mid-season bonus grant to employes of the Petersburg Newspaper Corp., which owns the station.

Radio in High Schools

WFCI, Pawtucket, R. I., is cooperating with Alfred J. Maryott, local assistant superintendent of schools, in establishing courses in radio broadcasting in the junior and senior class curricula of high schools. Members will participate in a weekly workshop in WFCI studios. Radio clubs will be formed in this connection and will take part in the weekly broadcast, *Bringing the School Into the Home*.

Gulf Quiz in Buffalo

GULF OIL Corp., Pittsburgh, has started a quarter-hour quiz program Monday through Friday at 6-6:15 p.m. on WGR, Buffalo. Program features an adult board of experts on Monday and Wednesday and children on Tuesday and Thursday quizzed by Walter McCausland, m.c. The juvenile and adult winners compete with each other on Friday. Program has been merchandised with dealer posters. Young & Rubicam, New York, is agency.

AWARD OF APPRECIATION for the generous cooperation of WRDO, Augusta, Me., with the local American Legion was presented Flag Day during a special broadcast when Jack Atwood, manager of WRDO, received an American Flag from Mrs. Ruth Nichols, who made the presentation for the auxiliary.

Kilowatt Crops

HOME GARDENS have been revived by the engineering staff of WDAS, Philadelphia. The engineers have appropriated one acre of the station property at the transmitter and placed it under cultivation, with Marshall Soura in charge. Experimenting with various types of vegetables, he is compiling material for a daily program on home gardens which will be broadcast direct from the transmitter site.

Code Classes at KDKA To Help Home Defense

CLASSES in radio telegraphic code are being established by KDKA, Pittsburgh, to aid in creating a large reserve of persons able to send and receive radio telegraph messages, vital to communications in time of emergency. While men subject to the draft will be accepted, the chief purpose is to strengthen the home defense front by teaching code to those not likely to be drafted. Women are eligible for instruction.

The classes, which will be free, probably will be held twice a week in one of the station's studios unless the number of applicants compels a change of plans. The instructors will be members of the KDKA engineering staff, under direction of Dwight A. Myer, chief engineer.

DAVID ROSS Jr., son of the CBS announcer, has joined the announcing staff of WBBM, Chicago, this summer.

POST OFFICE HORSES

—don't pull any more mail than WWL "Dawnbusters", Louisiana's Champions of Breakfast. Participants can sponsor talent, news, or markets. Time open now!

(7 to 9 A. M. Daily)

WWL
NEW ORLEANS
50,000 WATTS

CBS Defense Board

TO COORDINATE production efforts on defense programs, CBS has set up a Department of National Defense Programs, headed by Brewster Morgan, producer of *Report to the Nation* and *Proudly We Hail*. A third defense program, *Spirit of '41*, heard Mondays at 8-8:30 p.m., and started June 29 under Mr. Morgan's direction, is a weekly dramatization of the history and development of a unit of the armed forces with a live pickup from the unit dramatized.

Four Don Lee Stations, Video, Signed by IBEW

DON LEE BROADCASTING SYSTEM, Hollywood, after several weeks of negotiation, has signed a contract with Local 40, IBEW, covering about 45 technicians of KHJ KFRC KGB KDB, and television station W6XAO. Retroactive to June 1, the contract provides wage increases of from $25 to $70 per month. Pact calls for closed shop, full seniority rights, the right of review in case of discharge from service, full compensation for loss of time should discharge be unjustifiable.

Contract further provides for two-weeks' vacation with full pay, sick leave, overtime pay, double time for national holidays and other improved working conditions. All stations in the Los Angeles area, with exception of KFI-KECA and NBC Hollywood studios, are organized, according to IBEW officials. Technicians of those stations are members of the NBC Independent Union.

CBS Completes Plans For Annual Air School

WITH the start Oct. 6 of the 1941-42 season of the CBS *School of the Air of the Americas*, the Tuesday portion of the series will be titled "Music of the Americas" instead of "Wellsprings of Music" as last year. Dr. Carleton Sprague Smith, chief of the music division of the New York Public Library, will arrange the programs and act as commentator for this new series, which will stress the sociological use of music in the western world.

The Monday occupational guidance and social studies series again will be called "Americans at Work," with programs based on the lives of various American workers and their contribution to defense. Wednesday's geography, history and science series, "New Horizons," again will be produced in cooperation with the American Museum of Natural History. Stories depicting life and customs of young Americans are to be dramatized on the Thursday literature series, "Tales From Far & Near," while Friday's current events series, "This Living World," again will be broadcast on CBS from the auditorium of a different New York City high school each week.

Block's Music House

MARTIN BLOCK, conductor of the *Make Believe Ballroom* on WNEW, New York, has organized his own music publishing company, the Block Publishing Co., 501 Madison Ave. Jerome Keith, of the WNEW music department, will be professional manager of the new company.

RESULTS ! !

The eight million population in CKLW's primary area at 800 kc. means new and greater pulling power for our advertisers. This increased coverage of a great market at *no rate increase* is a buy *you* ought to investigate!

IN THE DETROIT AREA-IT'S
CKLW
5,000 Watts Day and Night
CLEAR CHANNEL
Joseph Hershey McGillvra—Representative

MUTUAL BROADCASTING SYSTEM

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

JUNE 21 TO JUNE 27 INCLUSIVE

Decisions . . .

JUNE 24

NEW, Krasin & Krutzner, Tucumcari, N. M.—Granted CP new station 1400 kc 250 w unl.

KICA, Clovis, N. M.—Granted CP change to 1240 kc, increase to 250 w unl., new equipment.

WWRL, New York—Granted increase to 5 kw unl., new transmitter, antenna.

WIZE, Springfield, O.—Granted modification of license increase to 250 w unl.

WFIL, Philadelphia—Granted consent to voluntary transfer of 50% interest in WFIL Broadcasting Co. from Strawbridge & Clothier to Lit Bros. for $126,000.

KROW, Oakland, Cal.—Granted CP increase to 5 kw, install new equipment and directional N, move transmitter, subject any future action of FCC on multiple ownership.

SET FOR HEARING—**WAAF, Chicago,** CP increase hours of operation to unl., move transmitter, install new transmitter and directional N; **KALB, Alexandria, La.,** CP change to 580 kc, increase to 1 kw unl., install new transmitter and directional N.

JUNE 25

NEW, San Diego Unified School District, San Diego, Cal.—Granted CP new noncommercial educational station 42.3 mc 1 kw unl. FM.

KGA, Spokane, Wash.—Granted CP move transmitter, increase to 10 kw unl. 1510 kc, grant subject to any future action on multiple ownership by FCC.

MISCELLANEOUS—**KSAM, Huntsville, Tex.,** adopted order authorizing issuance of license to Sam Houston Broadcasting Assn.; **WTRY, Troy, N. Y.,** adopted order granting license renewal.

JUNE 27

MISCELLANEOUS—**KTBC, Austin, Tex.,** issued license on regular basis to 6-1-42; **NEW, Ralph L. Lewis, Greensboro, N. C.,** continued consolidated hearing to 10-1-41; **KFEQ, St. Joseph, Mo.,** application amended to directional N & D.

Applications . . .

JUNE 23

NEW, Columbia Broadcasting System Inc., New York—CP new television station Channel No. 1 FM emission.

W1XG, Boston—Amend modification of license and application CP to request commercial television station, change transmitter location, add aural channel.

NEW, Northeastern Pennsylvania Broadcasters Inc., Wilkes-Barre, Pa.—CP new station 1240 kc 250 w unl., facilities of WBAX.

NEW, Central Broadcasting Co., Wilkes-Barre, Pa.—CP new station 1240 kc 250 w unl., facilities of WBAX.

NEW, King-Trendle Broadcasting Corp., Grand Rapids, Mich.—Amend application CP new FM station to 46.9 mc, 5,300 sq. mi., 493,842 pop

NEW, Tennessee Radio Corp., Nashville—CP new station 1240 kc 250 w unl., contingent on WSIX changing frequency.

JUNE 24

WFAS, White Plains, N. Y.—Modification of license to change to 1230 kc, increase hours of operation to unl.

WBTM, Danville, Va.—CP new antenna increase to 250 w unl., move transmitter.

NEW, Paducah Newspapers Inc., Paducah, Ky.—CP new station 930 kc 1 kw unl. with directional.

KOMA, Oklahoma City—Amend application for CP to request 25 kw N 50 kw D and use facilities of KGGF

WREN, Lawrence, Kan.—Amend application for CP to change to 1060 kc, increase to 50 kw unl., change transmitter location to Jarbola, Kan., and studios to Wichita, install new transmitter.

NEW, Evening News Press Inc., Port Angeles, Wash.—Amend application for CP new station to request 1450 kc 250 w unl

Tentative Calendar . . .

JUNE 30

WPAY, Portsmouth, O.—License renewal and transfer of control of corp. from Chester Thompson to Brush-Moore Newspapers.

JULY 23

Investigation to determine policy or rules in connection with operation of broadcast stations by newspapers under Order No. 79.

JULY 24

WIBG, Glenside, Pa.—License renewal. **WTEL, Philadelphia**—CP 1500 kc 250 w unl.

JULY 25

KORN, Fremont, Neb.—License renewal and transfer of control from Clark Standiford to C. J. Malmsten, A. C. Sidner, S. S. Sidner and Arthur Baldwin

(consolidated hearing)

WCAM, Camden, N. J.—License renewal; **WCAP, Asbury Park, N. J.,** license renewal; **WTNJ, Trenton, N. J.,** license renewal and CP change 1230 kc 1 kw unl. directional; **WDAS, Philadelphia,** CP change 1260 kc 1 kw N 5 kw D directional N.

JULY 28

KMA, Shenandoah, Ia.—License renewal. **NEW, Hawaiian Broadcasting System Ltd., Honolulu**—CP new station 1340 kc 250 w unl.

AUGUST 5

KFNF, Shenandoah, Ia.—License renewal.

NEW, Triple-Cities Broadcasting Co. Inc., Binghamton, N. Y.—CP new station 1420 kc 250 unl.

AUGUST 11

(Consolidated Hearing)

NEW, Nashville Radio Corp., Nashville—CP new station 1410 kc 1 kw unl. directional.

NEW, A. M. Burton, Nashville CP new station 1410 kc 1 kw unl. directional.

AUGUST 29

NEW, KNOE Inc., Monroe, La.—CP new station 1420 kc 250 w unl.

SEPTEMBER 3

WEEU, Reading, Pa.—CP increase to 1 kw unl.

SEPTEMBER 4

WPRP, Ponce, P. R.—License renewal and modification present CP for 1480 kc, 1 kw N 5 kw D to 1520 kc, 1 kw N 5 kw D.

Radio Technicians Flock To Join British Service

AT THE END of the first week of British recruiting of American radio technicians and mechanics to service radiolocators of enemy aircraft, applications are coming into the British consulate in New York at the rate of 500 a day, it was reported by Squadron Leader E. W. Russell of the RAF who is in charge of the Civilian Technical Corps headquarters.

The first American volunteer accepted into the Corps was Robert Lyles Ames, 20, a nighttime inspector of aircraft transmitters at General Electric Co., Schenectady. He was trained at Dodge Radio Institute, Valparaiso, and had been a radio operator at WCHS and WGKV, Charleston; WIBX, Utica, and WTRY, Troy, before joining G-E.

The networks have reported that the technician personnel problem is becoming acute.

The convention of the Institute of Radio Engineers in Detroit late in June was told that the radiolocators are now in production in the United States. A. F. VanDyck, of RCA, reported that the Institute had been asked to supply England with 500 trained technicians besides 300 for the U. S. Army.

SEEKING the facilities vacated by KXYZ, H. C. Cockburn, a Texas real estate and oil man, has applied for a new fulltime regional station in Houston, Tex., 1,000 watts on 1470 kc., under the name of the San Jacinto Broadcasting Co.

THE LAPP PORCELAIN COMPRESSION CONE HAS BEEN INSULATING ANTENNA STRUCTURES FOR 20 YEARS
LAPP
It takes real strength to withstand the loading—electrical and mechanical—on insulators for broadcast antenna structures. For 20 years, all Lapp footing and guy insulators have been built around a compression cone of electrical porcelain. And no tower failure has ever been attributed to the failure of a Lapp porcelain part.
Specify LAPP FOR SECURITY IN ANTENNA STRUCTURE INSULATORS

Network Accounts

All time EDST unless otherwise indicated.

New Business

WHEELING STEEL Co., Wheeling, W. Va., on Oct. 5 starts *The Wheeling Steelmakers* on 60 NBC-Blue stations, Sun., 5:30-6 p.m. Agency: Critchfield & Co., Chicago.

HOLLAND FURNACE Co., Holland, Mich., on July 17 starts *Holland Housewarming* on 30 NBC-Red stations, Thurs., 8-8:30 p.m. Agency: Ruthrauff & Ryan, Chicago.

STANDARD OIL Co., of Indiana, on July 18 starts *Auction Quiz* on 42 NBC-Blue stations, Fridays, 8-8:30 p.m. Agency: McCann-Erickson, Chicago.

AMERICAN HOME PRODUCTS Corp., Jersey City (Aspertane), on June 23 started *News & Views by John B. Hughes* on 78 MBS stations, Mon. thru Fri., 12-12:15 p.m. (EDST) with West Coast repeat, 9-9:15 a.m. (PST). Agency: Blackett-Sample-Hummert, Chicago.

UNION OIL Co., Los Angeles, on July 7 starts for 52 weeks, *Nelson Giles Pringle, News Analyst,* on 3 CBS Pacific Coast stations (KNX KSFO KARM) Mon. thru Fri., 7:45 a.m. (PST). Agency: Lord & Thomas, Los Angeles.

Renewal Accounts

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on June 30 renews *Woman in White* on 51 CBS and 2 CBC stations, Mon. thru Fri., 1:15-1:30 p.m. Agency: Blackett-Sample-Hummert, Chicago.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Klek), on Sept. 29 renews for 52 weeks *The Story of Ben Johnson* on 63 NBC-Red stations, Mon. through Fri., 10-10:15 a.m. Agency: Ted Bates Inc., N. Y.

INTERNATIONAL SILVER Co., Meriden, Conn., on Oct. 5 renews for 13 weeks *Silver Theatre* on 57 CBS stations, Sun. 6-6:30 p.m. (EST). Agency: Young & Rubicam, N. Y.

AUBRY LEE, Los Angeles (religious), on June 15 renewed for 52 weeks *Sky Pilot* on 16 Don Lee California network stations, Sun., 8:30-9 p.m. (PST). Agency: Lisle Sheldon Adv., Los Angeles.

Network Changes

CITIES SERVICE Co., New York (oil, gas), on July 4 shifts *Cities Service Concert* from New York to Toronto on 62 NBC-Red stations, Fri., 8-8:30 p.m. Agency: Lord & Thomas, N. Y.

LOS ANGELES SOAP Co., Los Angeles (White King soap), on June 30 added 5 stations to *Knox Manning News,* making a total of 16 CBS stations, Mon. thru Fri., 7:30-7:45 a.m. (PST). Agency: Raymond R. Morgan Co., Hollywood.

WILMINGTON TRANSPORTATION Co., Santa Catalina Island, Cal. (resort), on June 30 switches *Catalina Fun Quiz* on 6 CBS Pacific Coast network stations from Mon. thru Fri., 12 noon-12:15 p.m. (PST), to Mon. thru Fri., 1:45-2 p.m. (PST). Agency: Arthur Meyerhoff & Co., Los Angeles.

CLASSIFIED *Advertisements*

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. **Bold face** listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Newscaster Experienced, sober, capable. Good job for right man. Voice recording requested. Box 639, BROADCASTING.

Wanted Announcer. State experience and salary desired. Send picture and voice recording to WLVA, Lynchburg, Virginia.

Studio Control Operator—Experienced WE and RCA. Familiar recording. Draft deferred. Permanent. License helpful but not necessary. State age, experience, salary expected. All replies confidential. Box 636, BROADCASTING.

Situations Wanted

Sports Announcer—Of outstanding ability who has been doing sport reviews, and play-by-play in major league baseball, hockey, wrestling, football, etc., for the past ten years in a city of approximately one million people. Agreeable to start with a reasonable salary, but must have quick offer. Unusual local situation necessitates change. Excellent references. Box 629, BROADCASTING.

Combination Announcer-Operator Now employed. Considering change. State salary. Box 630, BROADCASTING.

Announcer Five years experience; general staff work, newscasting, special events. References. Box 633, BROADCASTING.

Chief Engineer With competent assistant. Transmitter design, operation, maintenance, personnel supervision experience. Now employed 50 kw. outlet. Box 634, BROADCASTING.

CBS Man With Exceptional Qualifications—Desires chief engineer or supervisory position, 1 to 50 kw. Locate anywhere. Box 627, BROADCASTING.

Continuity Writer, Announcer, Organist—College and conservatory trained, five years experience on network stations. Gifted, age 27, draft exempt. Wallace McManus, 531 South Fifth Street, Paducah, Kentucky.

Program Director—Canadian, young, thoroughly experienced, wants tough job, good pay. Has been chief announcer three stations. Excellent copy, special events man. Disk or interview. Box 632, BROADCASTING.

Progressive, Alert Announcer-Producer—With creative ideas and proven ability, now with network affiliate, desires association with progressive California station. Doubles equally well as singer, actor, writer. Box 628, BROADCASTING.

Situations Wanted (Continued)

Successful Salesman On large Southwestern station. Also excellent announcing, production, and continuity background. Young, deferred. Have new car and transcription equipment. Must return to Midwest because of mother's health. Box 631, BROADCASTING.

Operator-Engineer Age 32. Draft deferred. Now employed in New England, desires change. Go anywhere. First class Telephone and Telegraph licenses. 3 years experience network stations up to 5KW and 2 years telegraph. Business, maintenance and supervisory experience. Only permanent positions considered. Box 626, BROADCASTING.

Manager-Program Director—14 years experience sales and programming—local and network stations. Capable of handling large or small staff efficiently and economically. Draft exempt—excellent background and references. Only permanent position considered. Will consider proposition of salary or percentage. Box 637, BROADCASTING.

18 Years Experience In radio as a successful executive in an exceptionally broad range of activity covering network, regional and local station operations as well as outstanding New York gency productions involving expenditures of millions. Enjoy an enviable reputation in the industry. This extensive background may be had in the proper market that offers an equitable proposition. Box 635, BROADCASTING.

Wanted to Buy

Pacific Coast Station wishes to contact anyone having good 5 kilowatt transmitter for sale. Box 638, BROADCASTING.

For Sale

Complete Western Electric Equipment—For a 1,000 watt radio station, including microphones, console studio speech input, transmitter line amplifiers and speech input and 1,000 watt Western Electric transmitter with stabilized feed-back. All in excellent operating condition. Radio Station WJBO, Baton Rouge, Louisiana.

Crystal Specialists Since 1925

ATTENTION

BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION

We are at your service to—

1. REGRIND your present crystal to higher new frequency $17.50
2. NEW CRYSTAL (less holder) $22.50
3. NEW CRYSTAL fully mounted . $30.00

LOW DRIFT - APPROVED BY FCC

Scientific
RADIO SERVICE
124 Jackson Ave.
University Park, Md.

FCC Fund Voted

AS PART of the Second Deficiency Appropriation Bill, the House last Wednesday approved a supplementary appropriation of $600,000 for the FCC, representing funds to operate the newly-established Foreign Broadcast Monitoring Service during fiscal year 1942. The House approved the figure set by the House Appropriations Committee, cut from the $674,414 asked by FCC Chairman James Lawrence Fly on June 7 at hearings before an appropriations subcommittee [BROADCASTING, June 16]. The appropriation measure, now before the Senate Appropriations Committee, is expected to be brought to the Senate floor early this week.

McGibeny for Skelly

SKELLY OIL Co., Kansas City, Mo., has signed Donald McGibeny, veteran news commentator, as newscaster on its NBC-Red network program replacing Capt. E. D. C. Herne who died recently. Agency is Henri, Hurst & McDonald, Chicago.

Served Video Theatre

LITTLE CARNEGIE PLAYHOUSE will become the second New York theatre to offer large screen television in addition to motion picture entertainment, according to plans announced by Jack Davis, promoter of the project and former manager of a chain of television newsreel theatres in England. Rialto Theatre is now installing Scophony equipment [BROADCASTING, May 26]. Mr. Davis, who has signed a 10-year lease, said operation is slated to begin next fall.

WTAG, Worcester, has arranged to broadcast a series of weekly programs entitled *Defense on Parade* from factories filling defense orders.

The Pioneer Voice of Kansas

KFBI WICHITA

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1000 nite
1070 Kc.

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Advertise in BROADCASTING for Results!

Consistency Cited As Basis of Radio

Financial Institutions Urged To Study Successful Series

ADMONISHING would-be radio advertisers from the financial field, that consistency in the use of the medium is vital to success of the campaign, Craig Lawrence, commercial manager of Iowa Broadcasting Co., Des Moines, operator of KSO, KRNT, WMT and WNAX, delivered an address June 17 on radio and the industrial banker before the American Industrial Bankers Assn. convention in Colorado Springs.

Mr. Lawrence

A questionnaire distributed by the Department of Public Relations to 1,200 members of the Federal Home Loan Bank System, Mr. Lawrence stated, showed that 240 members reported using radio during 1939 with an average expenditure of $898 for one year.

Successful Methods

He further asserted, averages were deceptive in this case, the report showing that where the annual expenditure was over $1,000 the ratio of satisfied sponsors to disatisfied users was 3 to 1, whereas those using less than $500 per year did so with unsatisfactory results in the majority of the cases.

A further analysis of the report revealed the average duration of their radio campaign was 32.3 weeks per year, a great argument for consistency, Mr. Lawrence said. He pointed to such radio advertisers as General Foods, Procter & Gamble, General Mills and various local advertisers, all users of radio on a 52-week basis, as outstanding examples of consistency.

Radio listening habits can be translated into dollar profit if we keep that habit alive and know what to do about it in a selling way after it has been developed, he said.

In the savings and loan field, he disclosed, the most satisfactory unit of time was 15 minutes with 5, 1 and 30-minute units valued in that order. The ideal frequency for the broadcast was the five-per-week schedule and while most users of radio are on only once a week Mr. Lawrence emphasized successful usage was considerably higher in the five-a-week bracket.

Radio is an elastic medium, he further stressed, and can be utilized to reach the income class desired and by using proper program content the advertisers' circulation can be controlled.

First a Sustainer

WEEKLY half-hour *Auction Quiz* programs, to be sponsored on NBC-Blue by Standard Oil Co. of Indiana starting July 18 [BROADCASTING, June 9], is being heard sustaining for four weeks starting June 20, Fridays, 8-8:30 p.m. (EDST). Robert Brown will act as "auctioneer," with the assistance of Chuck Acree as m.c. and Dan Donaldson as announcer.

WHBL, Sheboygan, Wis., has appointed Associated Radio Sales as its national representative.

New Stations Authorized by the FCC
During First Six Months of 1941

* Asterisk indicates station already on the air.
† Dagger indicates call letters not yet issued.

CONNECTICUT

WSRR, Stamford—CP issued to Stephen R. Rintoul, account executive of the Katz Agency, New York. Granted Feb. 13; 250 watts on 1400 kc.

GEORGIA

WGAA, Cedartown—CP issued to Northwest Georgia Broadcasting Co.; O. C. Lam, theatre and farm owner, president-treasurer, 82.5% stockholder; R. W. Rounsaville, vice-president-secretary, 16.7%; Joe W. Lam, .8%. Granted May 6; 250 watts on 1340 kc.

ILLINOIS

†NEW, Jacksonville—CP issued to a partnership of Hobart Stephenson, teacher, Illinois School for Blind; Milton Edge, local A&P supervisor; Edgar J. Korsmeyer, bookkeeper and accountant. Granted May 22; 250 watts daytime on 1150 kc.

IOWA

KBUR, Burlington—CP issued to Burlington Broadcasting Co.; E. L. Hirsch, attorney and banker, president, 20% stockholder; J. Tracy Garrett, publisher of the *Burlington Hawk-Eye Gazette* (deceased), 20%; 14 other business men of Burlington, none holding more than 5%. Granted Feb. 5; 250 watts on 1490 kc.

KROS, Clinton—CP issued to Clinton Broadcasting Corp.; Peter Matzen, president Arzen Laboratories, proprietary manufacturers, president, 130 shares of stock; C. A. Nordquist, general contractor, 100 shares; Dr. T. B. Charlton, physician, vice-president, 1 share; W. T. Oakes, postmaster, 1 share. Granted Feb. 5; 250 watts on 1340 kc.

KENTUCKY

†NEW, Henderson—CP issued to Paducah Broadcasting Co.; Pierce E. Lackey, operator of WPAD, Paducah, and WHOP, Hopkinsville, Ky., president-treasurer, 95.5% stockholder; W. Prewitt Lackey, insurance man, vice-president, 1.5%; Ezelle Lackey, insurance, 1.5%; Eula McKenney Rivers, 1.5%. Granted May 20; 250 watts daytime on 860 kc.

MASSACHUSETTS

WEIM, Fitchburg—CP issued to Ruben E. Aronheim, local furniture dealer. Granted April 16; 250 watts on 1340 kc.

MISSISSIPPI

WMIS, Natchez—CP issued to Natchez Broadcasting Co.; P. K. Ewing, manager of WDSU, New Orleans, and owner of WGRM, Greenwood, Miss., and WGCM, Gulfport, president, 91% stockholder; P. K. Ewing Jr., manager of WGRM, vice-president, 3%; F. C. Ewing, manager of WGCM, secretary-treasurer, 3%; M. M. Ewing, 3%. Granted March 19; 250 watts on 1490 kc.

MISSOURI

KHMO, Hannibal—CP issued to Courier-Post Publishing Co., publisher of *Hannibal Courier-Post;* same ownership as *Kewanee* (Ill.) *Star-Courier.* Interlocking stockholdings with Lee Syndicate Newspapers: *Davenport* (Ia.) *Times* and *Democrat, Ottumwa* (Ia.) *Courier, Muscatine* (Ia.) *Journal, Mason City* (Ia.) *Globe-Gazette, Madison* (Wis.) *State Journal, LaCrosse* (Wis.) *Tribune & Leader-Press, Lincoln* (Neb.) *Star.* Granted Feb. 5; 250 watts on 1340 kc.

NEW MEXICO

†NEW, Tucumcari—CP issued to partnership of Lester Q. Krasin, radio technician, and Otto A. Krutzner, auto body reconstructor. Granted June 14; 250 watts on 1400 kc.

NEW YORK

WLAN, Endicott—CP issued to Thomas J. Watson, president of International Business Machines Corp. Granted March 12; 250 watts on 1450 kc.

NORTH CAROLINA

WBBB, Burlington—CP issued to Alamance Broadcasting Co. Inc.; B. V. May, hosiery manufacturer, treasurer, 19.23% stockholder. Remainder of stock held by 26 local citizens, none holding more than 10%, with V. Wilton Lane, president; R. R. Isenhour, vice-president; Thomas D. Cooper, secretary. Granted April 29; 1,000 watts daytime on 920 kc.

WAYS, Charlotte—CP issued to Inter-City Advertising Co.; George W. Dowdy, manager of Belk's department stores of Charlotte and Concord, N. C., president, 1 share; Horton Doughton, department store and hardware merchant and son of Rep. Doughton (D-N. C.), secretary-treasurer, 1 share; B. T. Whitmire, manager of WFBC, Greenville, S. C., vice-president, 1 share. Granted April 16; 1,000 watts on 610 kc.

PENNSYLVANIA

WISR, Butler—CP issued to David Rosenblum, local department store owner. Granted April 1; 250 watts daytime on 680 kc.

*WMRF, Lewistown—Licensed to Lewistown Broadcasting Co.; Sentinel Co., publisher of the *Lewistown Sentinel,* 33 1/3% stockholder; William J. Woods, Pennsylvania Glass Sand Corp., 33 1/3%; Thomas C. Matthews, of the same company, treasurer, 33.286%; James S. Woods, same company, .048%. Granted Feb. 25; 250 watts on 1500 kc.

SOUTH CAROLINA

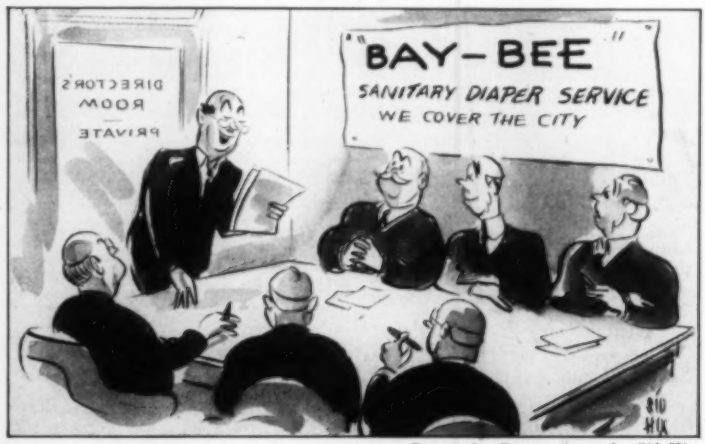
WMDF, Greenwood—CP issued to Grenco Inc.; Douglas Featherstone, attorney, president and treasurer, 80% stockholder; C. A. Mays, attorney, vice-president and secretary, 20%. Granted Jan. 7; 250 watts on 1450 kc.

TENNESSEE

WJZM, Clarksville—CP issued to partnership of William D. Hudson, local mayor and agent for Standard Oil Co., and Violet H. Hudson, oil retailer and wholesaler in Christian County, Ky. Granted Feb. 19; 250 watts on 1400 kc.

TEXAS

KSKY, Dallas—CP issued to Chilton Radio Corp.; A. L. Chilton, chief owner of KLRA and KGHI, Little Rock, president, 98% stockholder; Leonore H. Chilton, secretary-treasurer, 1.75%; James Ralph Wood, .25%. Granted May 6; 1,000 watts daytime on 660 kc.



Drawn for BROADCASTING by Sid Hix

"We've Found a Theme Song for Our New Radio Series—'There'll Be Some Changes Made!'"

KGBS, Harlingen—CP issued to Harbe Broadcasting Co.; McHenry Tichenor, tired newspaper publisher, president, shares; Genevieve Tichenor, his wife, retary-treasurer, 75 shares; Hugh T. R sey, vice-president, 1 share. Granted 11; 250 watts on 1240 kc.

VERMONT

*WWSR, St. Albans—Transferred facili of WQDM, St. Albans, to Vermont R Corp.; Lloyd E. Squier, manager and owner of WDEV, Waterbury, preside 10½ shares; William G. Ricker, half-ow of WDEV, vice-president and treasur 10½ shares; Ernest C. Perkins, 1 sha Granted Feb. 18; 1,000 watts daytime 1420 kc.

VIRGINIA

*WJMA, Covington—Licensed to John a Marcia Arrington, former operators WCHV, Charlottesville, Va. Granted Ap 22; 250 watts on 1340 kc.

WINC, Winchester—CP issued to Richa Field Lewis Jr., chief owner of WFV Fredericksburg, Va. Granted Feb. 4; 2 watts on 1400 kc.

WASHINGTON

KEVE, Everett—CP issued to Casca Broadcasting Co. Inc.; Dr. J. R. Binyo optical company owner, president, 50 stockholder; L. E. Wallgren, telephone e gineer and radio operator, vice-presid and treasurer, 49.2%; C. A. Hamton, rad dealer, secretary, .8%. Granted May 500 watts on 1460 kc.

†NEW, Tacoma—CP issued to Michael Mingo, former newspaper editor and exe utive. Granted May 7; 500 or 1,000 wat on 1430 kc.

KTBI, Tacoma—CP issued to Taco Broadcasters Inc.; C. C. Cavanaugh, lu berman, president, 52.5% stockholder; T. S. Lyle, banker, vice-president, 22.5% Harold Woodworth, construction compa manager, treasurer, 18.5%; William M Cormick, lumberman, 2.5%; C. S. Cha man, lumberman, secretary, 1%; Jam Dempsey, lumberman 1%; Roy E. Davis connected with the Standard Paper Co 1%; B. E. Buckmaster North Pacific Ne Co., 1%. Granted May 7; 250 watts on 14 kc.

PUERTO RICO

WIAC, San Juan—CP issued to Enriqu Abarca Sanfeliz, sugar refining machine manufacturer. Granted April 25; 5,0 watts day and 1,000 night on 580 kc.

Note: CP issued Feb. 18 to Hawaii Broadcasting System Ltd. for KHON, Ho olulu, 250 watts on 1340 kc., recalled pen ing further hearing.

Shortwave Rule Relaxed At Request of Stimson

ACTING upon a request of Secretary of War Stimson to expedit broadcasts from military establish ments, the FCC last Wednesda suspended Sections 3.408 (d) an 4.21 of its rules and regulations a they apply to the rebroadcast an relay of non-commercial program from camps and other points o military activity, where Govern ment facilities may be employed b local arrangements. [BROADCAST ING, June 23].

Under the relaxed rules, short waves relays may be used instea of direct line pickups in situation where it is difficult to secure tele phone line facilities in and out o an Army camp for program pick ups. Remote high-frequency pick ups direct from Army aircraft tanks, etc., during maneuvers als will be allowed, immediately upo request by the Army, eliminatin the necessity for securing prio written authority from the FC before undertaking each broadcast

PHILIP ELMAN, since last Augus with the FCC legal staff, has re signed to become law clerk to As sociate Justice Felix Frankfurter, o the U. S. Supreme Court, effecti July 1. Mr. Elman, 23, was graduate from Harvard Law School in 193 Before joining the FCC, he was la clerk to Calvert Magruder, senio judge of the First Judicial Circui Boston.

XUM